35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 3, 1961

Hypo for fm: drastic overhaul for medium proposed by FCC 23

40-second breaks: here's how 7 stations will schedule & charge 30

Appeals court tosses option-time issue right back to FCC 46

Court says tv stations cannot stop catv from lifting programs 52

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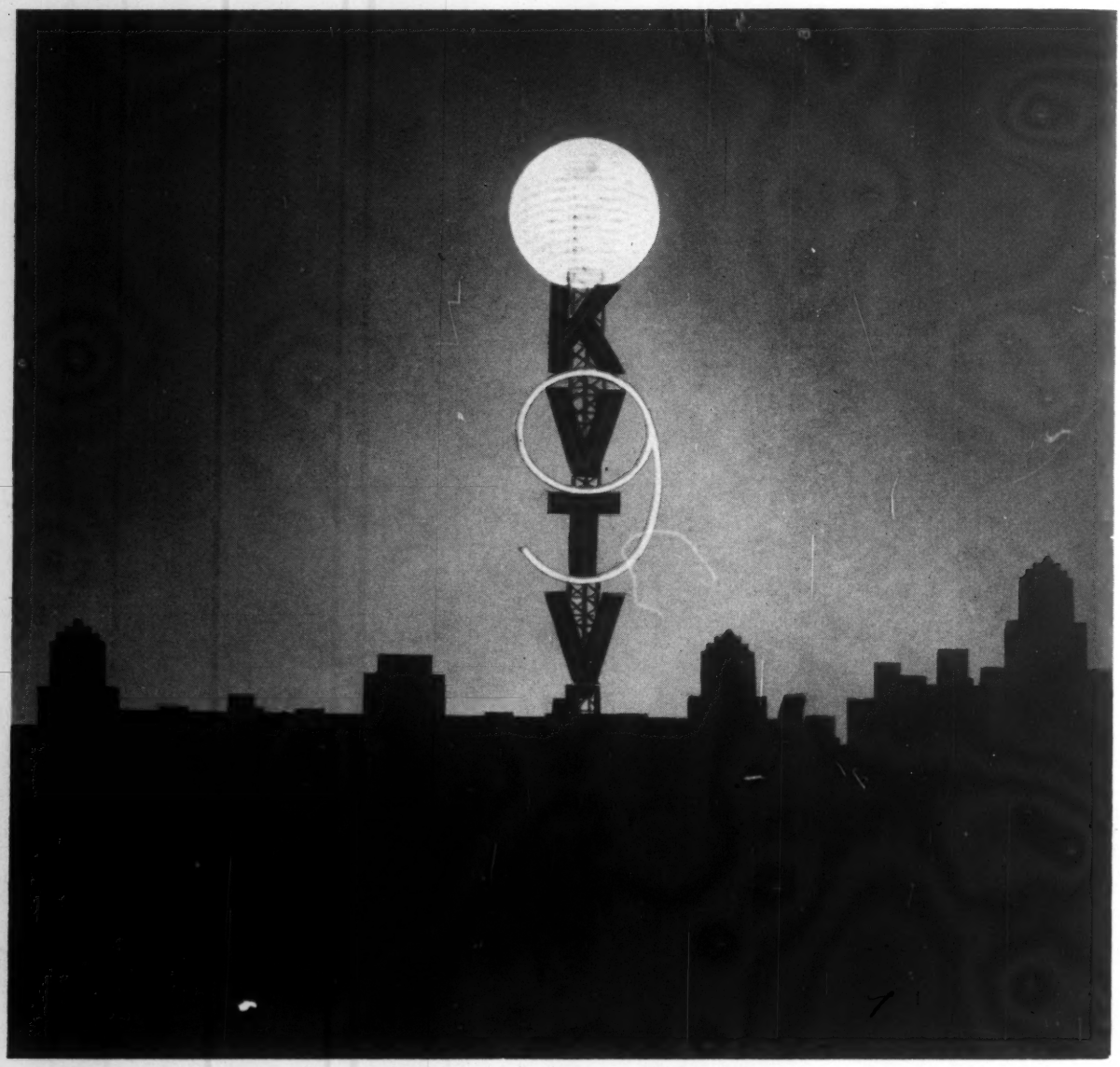
RADIO is a special closeness

Only the warm sound of Radio takes them away to their own special world.
Only Radio enchants them with the wonder of words and the magic of music.
And, only with Spot Radio can you enter this world at a time precisely right for you.

Albuquerque	KARK Little Rock	WRNL Richmond	
Atlanta	WINZ Miami	KCRA Sacramento	
Buffalo	WISN Milwaukee	WOAI San Antonio	
Chicago	KSTP Minneapolis-St. Paul	KFMB San Diego	
Dallas-Ft. Worth	WTAR Norfolk-Newport News	KMA Shenandoah	
Duluth-Superior	KFAB Omaha	KREM Spokane	
Houston	WIP Philadelphia	WGTO Tampa-Lakeland-Orlando	
Kansas City	KPOJ Portland	KVOO Tulsa	
	WJAR Providence		

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



SIOUX CITY'S NEW SYMBOL OF LEADERSHIP

KVTV's new "weather ball" is the symbolic beacon of the station's leadership in Sioux City; it dominates the skyline the way KVTV dominates the metropolitan market. It illuminates the sky above the city the way the station illuminates product advantages for consistent sales of client products. The guiding light in Sioux City is KVTV . . . literally and figuratively.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia

WCKT, Miami, Florida

announces the appointment of

HARRINGTON, RIGHTER & PARSONS, Inc.

New York • Boston • Chicago • Detroit • Los Angeles • San Francisco

as national sales representatives

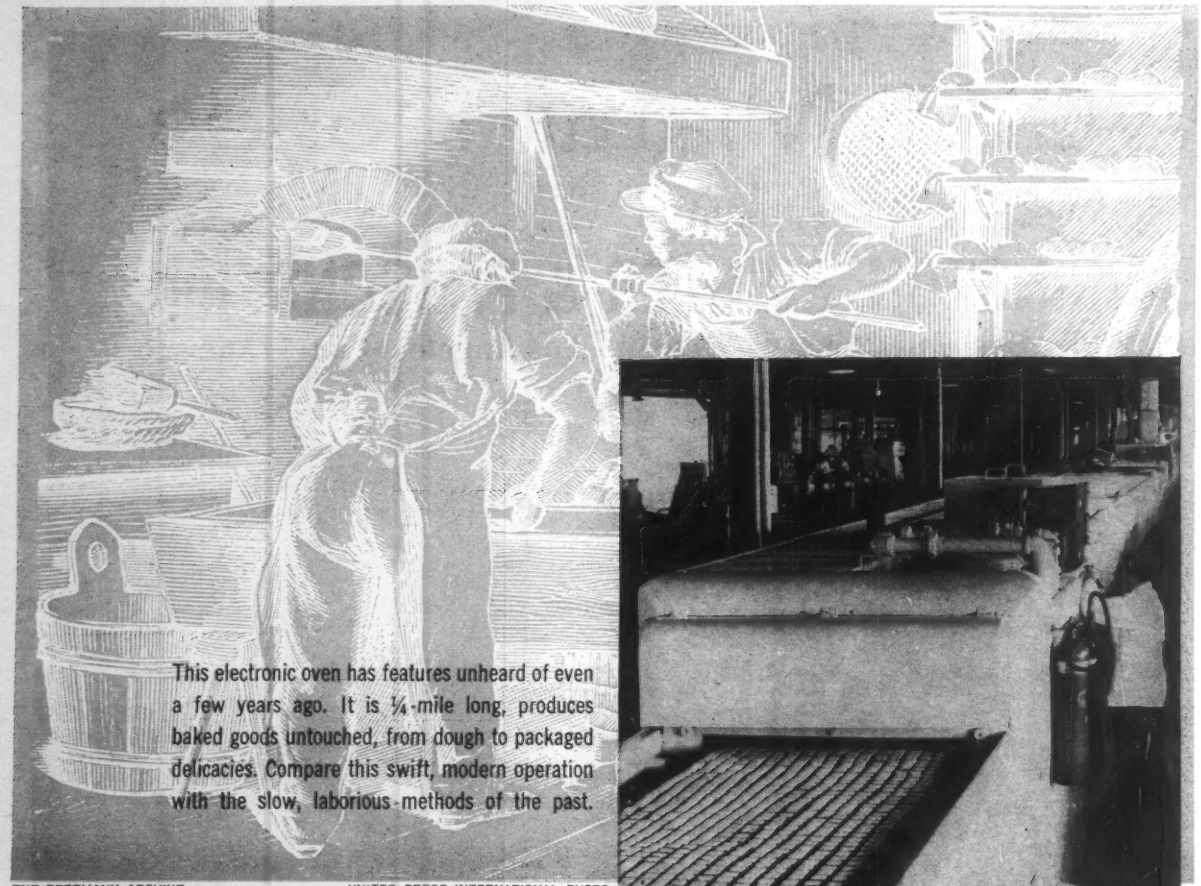
effective July 1, 1961

(Bomar Lowrance & Associates will continue
as southern representatives in Atlanta and Dallas)

BISCAYNE TELEVISION CORPORATION

WCKT SEAL OF GOOD PRACTICE **Channel 7**

Miami, Florida



This electronic oven has features unheard of even a few years ago. It is ¼-mile long, produces baked goods untouched, from dough to packaged delicacies. Compare this swift, modern operation with the slow, laborious methods of the past.

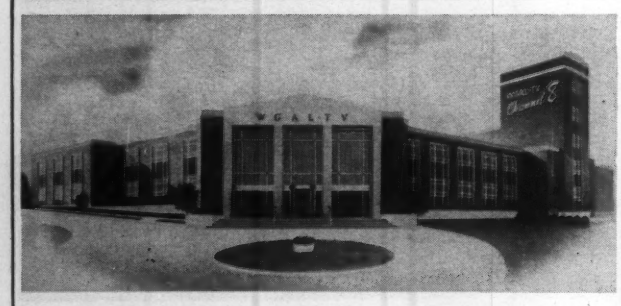
THE BETTMANN ARCHIVE

UNITED PRESS INTERNATIONAL PHOTO

Public service

in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL-TV

Channel 8

Lancaster, Pa. · NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Renewal form—last lap

FCC is in home-stretch on program renewal form (303) and hopes to give it final reading at special meeting next Thursday (July 6). Then it will be released for proposed rulemaking prior to FCC-over-August adjournment with comments invited from licensees.

Here are some of salient provisions: Composite week and percentages for program categories remain; "public service" nomenclature will become "public affairs" with no distinction between commercial and sustaining; phrase "promise vs. performance" is dropped with new yardstick "proposed vs. actual"; Part IV covering programming will be split—one form for radio and other for tv; requirements for checking community needs is stressed and back-door requirement that affiliates disclose network clearances of public affairs programs urged by Chairman Minow may yet be slipped in.

Lender frightened

If broadcasters think current wave of bad publicity will pass without ill effect, this incident may change their minds. Long-established radio station that has been netting about $400,000 per year before taxes for past several years had made deal with big insurance company for $500,000 loan —wanted for recapitalization. Fortnight ago lender reneged with explanation that uncertain ties of government regulation of broadcasting made radio risky investment.

40-second breaks

Several station representative firms are understood to be pushing use of new 40-second station breaks next fall, particularly by those advertisers which are not using spot tv or use it only modestly. Main targets at Edward J. Petry & Co., for example, are said to be Shell Oil, Argus Camera, Hazel Bishop, Chesterfield Cigarettes and Gulf Oil, and some of these advertisers are being asked by Petry to consider 40-second station breaks as programming-advertising effort.

FCC allocations squeeze

Fm, for first time, is becoming matter of inter-American allocations concern. Canadian government delegation conferred with FCC Broadcast Bureau officials over availability of assignments for Canadian stations in light of rapid expansion of fm in U. S. Involved are assignments along border which would preclude use of same channels in nearby Canadian areas.

Fm isn't covered in terms of NARBA treaty or in separate agreement on tv allocations. Some years ago, Canada simply proposed that its Department of Transport, which supervises allocations be notified of assignments in this country. Now, with fm available assignments rapidly being absorbed, Canada seeks consideration in further U. S. grants.

Local monopoly?

You'll not find it in FCC's long notice setting up overhaul of fm spectrum, but there's serious concern over concentration of control of broadcast media through ownership of am, fm and tv stations in same market. There's unpublished FCC staff proposal to ban such common ownership.

New franchise pitch

Filing fees or franchise taxes, or both, to defray FCC's $12 million-plus annual budget were discussed at meeting last Wednesday but with widely divergent opinions and little likelihood of rulemaking action prior to summer recess next month. Ramrodded by Chairman Newton N. Minow who had cleared proposal with Budget Bureau, initial pitch envisaged pay-as-you-go schedule of fees for licenses, applications, hearings, etc. Fee systems have been proposed for many years and in 1951 act was passed authorizing such schedules but in a July 1955 Senate resolution the FCC was told to suspend any consideration of the plan.

Misgivings were expressed on number of counts including possible discrimination against broadcasters and other communications users (whether fees would be made government-wide). One fear expressed was that payment of franchise tax would give licensees property or vested right in their facilities for full license term (some broadcasters favor this).

Large economy size

Latest wrinkle in selling network tv news and information shows is to offer package containing spread of different kinds of shows at different times of day. At NBC-TV, for example, if single advertiser takes whole package, he gets "comprehensive discount" which reduces average per-program cost considerably. According to one report, some hour-long shows in such package deals may be priced as low as $30,000 for time and talent.

ABC-TV clearances

ABC-TV affiliates are getting concentrated pitch from network to clear time for feed of 11-11:15 p.m. *News Final* show. Some reports say that 60 affiliates have already cleared with advertiser Sun Oil Co. (it now sponsors program on WMAL-TV Washington, D. C., and WABC-TV New York) demanding at least 62 markets east of Mississippi before it picks up network sponsorship. ABC-TV News and Special Events VP James Hagerty, whose prize project this is, says report of 60 clearances is too high at this time, but that he's "satisfied" with progress so far.

Split on WMGM

Six commissioners present for last week's FCC meeting were split on question of approving Crowell-Collier's $11 million purchase of WMGM New York (CLOSED CIRCUIT, June 26). No vote was taken and item is scheduled to be brought up again this week. At issue is operations of other C-C stations—KDWB St. Paul, KEWB Oakland and KFWB Los Angeles.

Ford's year of study

What does public interest, convenience and necessity mean? FCC Commissioner Fred W. Ford in address last Wednesday before Washington State Assn. of Broadcasters traced legislative and judicial history of enigmatic standard, spending year on research, not excluding his regular duties. He comes up with no definitive answer but with formidable justification of FCC's program report of year ago. He undertook study in effort to answer former FCC Commissioner Charles King, Detroit Law School dean, who contended standard was incapable of definition.

CBS shuffles

CBS Radio is auditioning new shows in search for replacement program for *In Person* (Mon.-Fri., 7:10-7:30 p.m.) which network has tagged for deletion in new revision of schedule. Also being considered: possible replacement of *Mitch Miller Show* (Sat., 7:10-7:55 p.m.) with another program. Network feels some of shows already auditioned have "exciting" possibilities.

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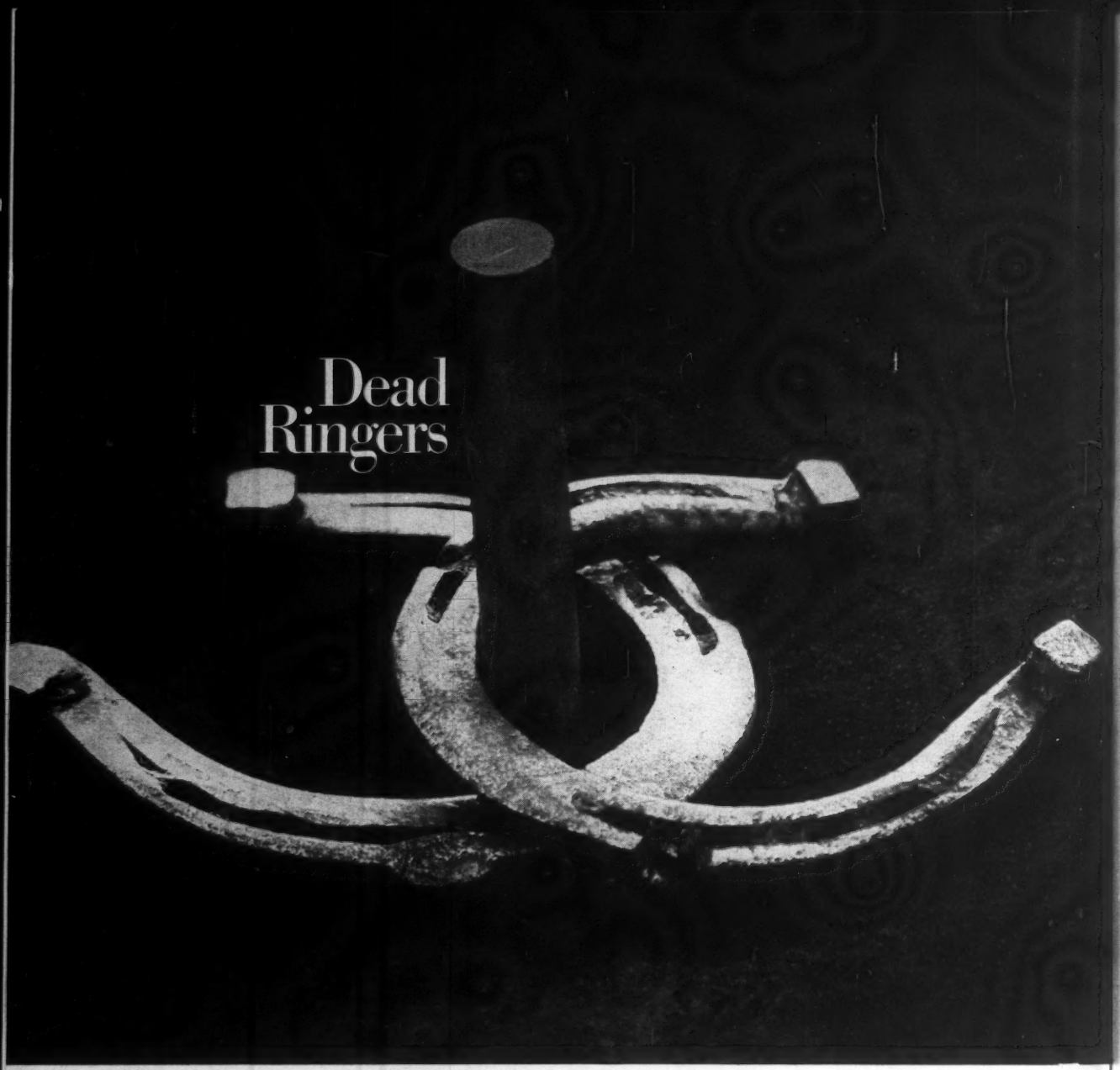
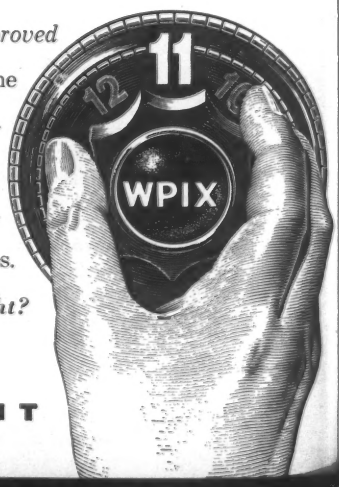


The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

If Uncle Sam's blessing will do the trick, the fm aural medium faces the prospect of the bright future its boosters have been predicting. Last week FCC proposed a potent shot-in-the-arm for fm. Lead story . . .

IS FM TO BE BASIC MEDIUM? . . . 23

A Washington perennial, network option time, is back on FCC's agenda as a result of a federal court ruling. Next step—up to FCC, which has stated it will reconsider its 1960 action cutting time to 2½ hours. See . . .

OPTION TIME REMANDED . . . 46

It's o.k. for community antenna operators to pick up tv programs from stations not protected by copyright or exclusive license, according to a federal court ruling in case brought by Salt Lake City stations. See . . .

STATIONS LOSE CATV CASE . . . 52

The people who pay media bills—advertisers—have another responsibility, too, according to Roy Larsen, of Time Inc. That duty is toward media and the public, he told Advertising Assn. of the West. See . . .

ADVERTISER RESPONSIBILITY . . . 32

Now that the tv networks are widening the time limits for station breaks, stations are starting to come out with prices for 40-second-spots. Some operators say public will prefer a single announcement. See . . .

COSTS FOR LONGER BREAKS . . . 30

Want to know whether your cigarette commercials are reaching cigarette smokers? Pulse tv audience profiles provide a way of measuring audiences qualitatively, showing what the program delivers. See . . .

SMOKING OUT THE SMOKERS . . . 38

Better tv programming? It's coming but not for another year, FCC hearing in New York is told. Several talent and producer witnesses refute earlier testimony there isn't any freedom for creative people. See . . .

BETTER PROGRAMS IN 1962 . . . 40

Legislative moves to reorganize the FCC are moving along House and Senate channels. Almost parallel bills received House committee and Senate subcommittee approval. Final action within month predicted. See . . .

FCC REVAMPING MOVES ALONG . . . 50

What this industry needs more than a nickel slide-rule is a massive program of basic research covering the fundamentals of audience response and media effectiveness, according to Norman Cash, of TvB. See . . .

REVEALING TV'S REAL IMAGE . . . 24

Don't go telling Robert Sarnoff, NBC board chairman, that television is all violence and cowboys. He states the case for tv culture as provided by networks in 'Saturday Evening Post' piece on network service. See . . .

SARNOFF OFFERS ANSWERS . . . 59

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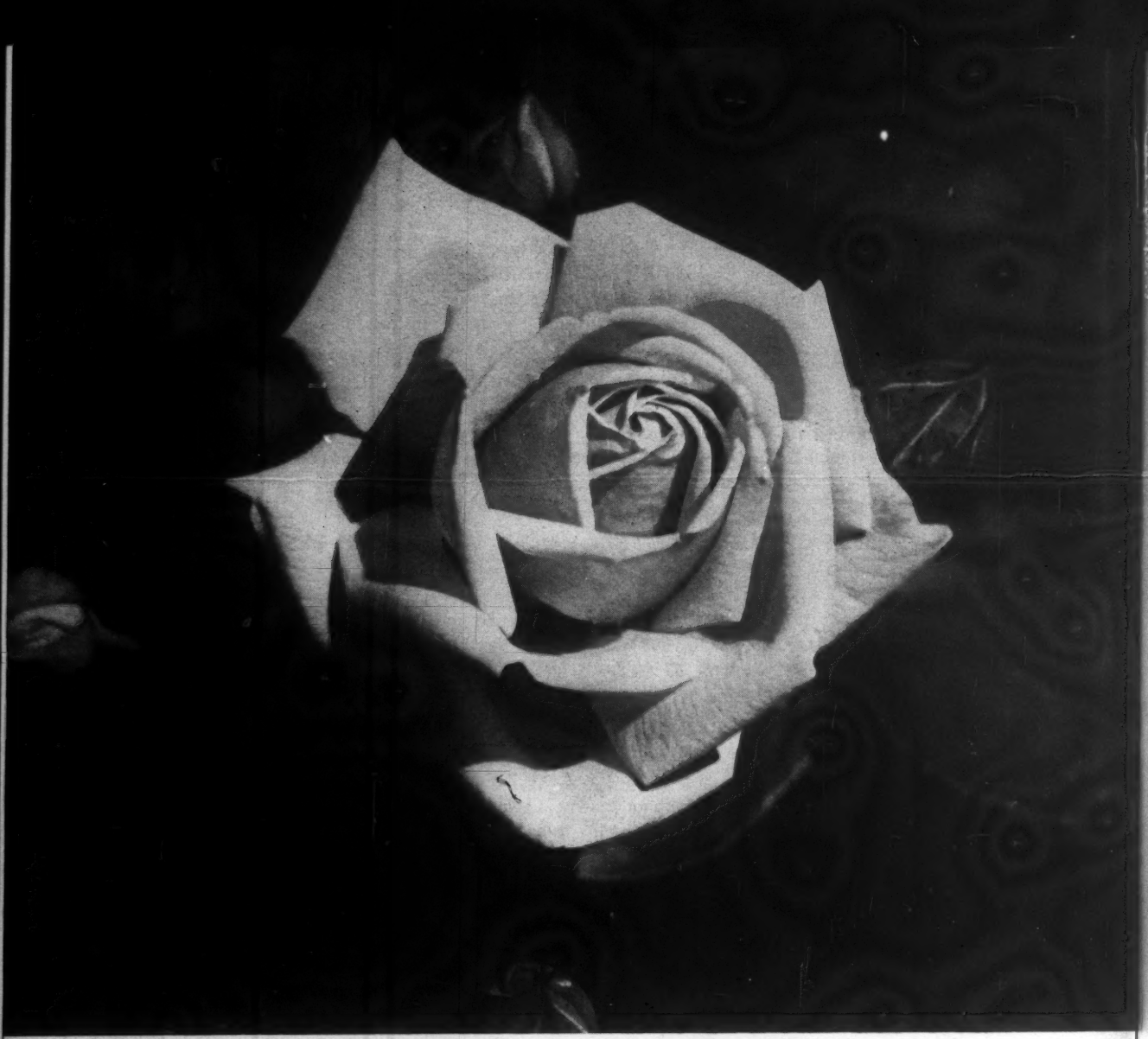


QUALITY TELEVISION SELLS
RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE SKILL OF THE HORTICULTURIST IS ABUNDANTLY EVIDENT IN THE ROSE GARDENS OF HARTFORD'S ELIZABETH PARK, A MECCA FOR THE FLOWER LOVERS OF THE NATION.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

FCC, FAA disagree on tall-tower issue

Counsel for aeronautical interests argued before FCC Friday (June 29) that Federal Aviation Agency determination that tall tower is potential air hazard forecloses any ruling by commission that grant then would be in public interest.

This position was taken in oral argument on application of WHAS-TV Louisville to build tower 1,860 ft. above ground (which would be tallest man-made structure in world). Broadcast Bureau took position that application should not be denied because of air issue but because new facilities asked by ch. 11 would infringe on "uhf island" in Lexington, Ky.

At present time, bureau pointed out, Lexington has two operating uhf stations (ch. 18 WLEX-TV and ch. 27 WKYT [(TV)] which do not face Grade A or B coverage competition from any vhf. Proposed WHAS-TV tower would put Grade B Signal into 85% of Lexington coverage area, bureau stated.

Consequently, it was maintained, advertisers will buy "bonus" Lexington coverage provided by WHAS-TV and local stations will suffer economically.

WHAS-TV counsel argued that Lexington is not uhf preserve but receives vhf signals from both Louisville and Cincinnati. Station said it would not compete for local revenues with WLEX-TV and WKYT nor affect national billings they now have. WHAS-TV said that it had sought acceptable tower site for several years and was not trying to "straddle" Louisville and Lexington.

On air issue, WHAS-TV maintained that opponents' case is based on "assumptions, co-incidental combination of calamities and illegalities." Tower site is not in any airway, is easily seen under visual flight and does not interfere with instrument flight, station said.

Attorney for Commonwealth of Kentucky, WLEX-TV and WKYT also argued against application and in support of initial decision which recommended WHAS-TV tall tower be denied.

Double subcarrier test termed success in Chicago

Two-week initial period of operating double-subcarrier multiplex system (one stereo subcarrier and one background music storecasting system plus regular main-channel fm program) has proved to be technical and commercial success, Frank Kovas, president of WKFM (FM) Chicago, announced Friday.

He said nation's major fm set makers who have been in market since June 18 to test WKFM's double subcarrier operation are reporting success in redesign work on their new stereo multiplex receivers to be offered this fall. Motorola Thursday (see early story, page 71) unveiled its am-fm set line that has double subcarrier multiplex reception components already included (cabinet models at high end of line). FCC new stereo rules took effect June 1.

Mr. Kovas said WKFM is using commercial prototype equipment made by Sherwood Electronics Lab there.

Organizational setup revised by Ampex

New organizational setup integrating two operating divisions of Ampex Corp. and centralizing research-advanced development and field sales-service, announced June 30 by Alexander M. Poniatoff, founder and board chairman, following board meeting. Transition will take about six months.

Ampex Instrumentation Products Co., manufacturers of recording devices for industry and defense, and Ampex Video Products Co., manufacturers of Videotape television recorders for broadcast and closed-circuit applications, will be combined into Northern California operations group under direction of Robert Sackman, Ampex vice president, and currently acting manager of Ampex Instrumentation Products Co.

Operations of Ampex in Southern California continue under direction of Erwin Tomash, Ampex vice president and manager of Ampex Computer Products Co. in Culver City, Calif.

"To accommodate a greatly expanded program of research and advanced development," said Mr. Poniatoff, "these activities within Ampex are being combined in a single expanded corporate group under the direction of Arthur H. Hausman, Ampex vice president and director of research. Consolidated sales for this fiscal year are expected to be at the highest level in our history."

Also announced were establishment of a new corporate product planning group, and formation of corporate reliability group.

Argentine scramble

Argentine government reports 1,010 applicants are seeking 26 new television channels in country's interior. Channels have been put up for bid.

At present, only five Argentine cities, including capital, Buenos Aires, have television.

Issue of common stock filed by MPO Videotronics

MPO Videotronics, New York, one of largest U. S. tv commercial producers, has filed with Securities & Exchange Commission to register 60,000 shares of common stock to be offered to public through underwriters headed by Francis I. duPont & Co.

Company showed net earnings for five months ended March 31, 1961 of $89,723 or 22¢ per share as against $49,980 or 15¢ comparable period previous year.

MPO said it is entering 8mm continuous sound projector field, encouraged by progress made in development by Fairchild Camera Corp. (BROADCASTING, May 8).

Judd L. Pollack, president, owns some 13% of outstanding stock. He and four vice presidents draw equal annual salaries of $41,600 each.

Keating introduces bill covering federal practice

Sen. Kenneth Keating (R-N. Y.) has introduced bill (S 2189) to establish Office of Federal Administrative Practice that would make studies and recommendations regarding whole range of administrative procedures.

Bill would also set up Hearing Commissioner Corps and set standard qualifications for agency hearing examiners.

Sen. Keating said proposed office, charged with responsibility for coordinating and simplifying agency procedures, would do more effective job than "separate agency czars" that President's reorganization plans would create.

RCA opens powerful satellite detection unit

RCA over weekend announced operation of one of most powerful transmitters at U. S. Navy's new satellite detection station near Wichita Falls. Its 560-kw output generates radio wave

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Fownes

Henry G. Fownes Jr., vp and New York office manager of McManus, John & Adams, elected senior vp and general manager of new tv-radio division, responsible for coordination of broadcast activities in all agency's offices. Mr. Fownes joined MJ&A in 1950 after serving Benton & Bowles and Fennon Productions. He became MJ&A radio-tv director in 1953 and manager of New York office in 1955. At same time, agency announced appointment of **Robert L. Garrison,** senior vp and group head, Bloomfield Hills, Mich., office, who moves to New York as manager in charge of all account operations. **Robert S. Marker,** vp and director of creative services, Bloomfield Hills, named senior vp in charge of coordination of creative effort in all offices, while **Robert E. Britton,** vp and director, media-research-marketing, Bloomfield Hills, becomes senior vp assuming responsibility for this department in all offices.

Rep. Bob Wilson (R-Calif.), named chairman of Republican Congressional Campaign Committee, devoted to election of Republicans to House. He continues congressional service. He is partner in Champ, Wilson & Slocum advertising agency, San Diego, Calif.

Norman R. Cissna, assistant sales manager of NBC owned WNBQ (TV) Chicago, elevated to sales manager, succeeding **George Diefenderfer** who retires. Mr. Cissna formerly was with KMOX-TV St. Louis and CBS Spot Sales, Chicago. Mr. Diefenderfer has been Chicago broadcaster for 30 years and has been with NBC for 21 years.

Charles C. (Bud) Barry, vp for tv programming and talent at Young & Rubicam, named director of radio and tv department, succeeding **Mort Werner,** who has resigned. Mr. Barry has been with Y&R since July, 1959. Before that time, Mr. Barry briefly served as president of NTA Television Network, and from 1956-1959 was vp in charge of tv at Metro-Goldwyn-Mayer. He also served as network executive in years previous.

Mrs. Andrews

Naomi Andrews, CBS Radio sales promotion and advertising copy chief, named to newly-created post of director of advertising. Mrs. Andrews, who joined CBS-TV in 1948 as manager of sales promotion services, went to radio division in 1956. In her new post, she reports to W. Thomas Dawson, vp, information services, CBS Radio.

For other personnel changes of the week see FATES & FORTUNES

emission, power described as being equivalent to 10 high-power commercial tv transmitters.

Also announced by RCA: development of experimental thin-film transistor and of new solid-state semiconductor rectifier. Resistor may eventually be used in thin-screen, wall-type tv receivers, and was produced by thin-film technique of evaporating materials upon insulating base. Rectifier is capable of handling high voltage required to power most electronic systems.

Census Bureau to select locations for uhf tests

FCC announced Friday (June 30) that U. S. Census Bureau will select sample locations for uhf receivers to be used in commission's $2 million uhf experiment.

Receivers will be strategically placed and changed regularly for observations and measurements of transmissions with project scheduled to begin this fall. Experiment is designed to determine if uhf is feasible in New York City.

Gammons testimonial

Testimonial luncheon for Earl H. Gammons, Washington consultant and former CBS Inc. vice president, will be held July 20 at Mayflower Hotel. Among those paying tribute to veteran broadcaster, whose birthday is July 23, will be many figures in public life as well as broadcasters with whom he has worked. Frank M. Russell, Washington consultant and for 30 years NBC's Washington vice president, is chairman of arrangements committee. Working with Mr. Russell on arrangements is Theodore F. Koop, Washington vice president of CBS Inc, and Sol Taishoff, BROADCASTING.

No censorship at VOA, Murrow says on ABC-TV

News from United States is broadcast by Voice of America without censorship, regardless of its content, Edward R. Murrow, director of U. S. Information Agency, said in July 2 interview on ABC-TV network's *Issues & Answers*. "We must operate on the basis of truth in our open society," he said, explaining VOA is "only a small segment of the communications that go out of this country."

Broadcast was taped June 30, originating in studios of WMAL-TV Washington. Interrogators were Lew Shollenberger, ABC Washington correspondent, and Edward P. Morgan, ABC commentator.

Asked about domestic censorship problem, as raised recently before newspaper editors and publishers by President Kennedy, Mr. Murrow said only voluntary censorship would work in peacetime. He said President has never told VOA not to use particular news items. "I would be astounded if he did," Mr. Murrow said.

Easier announcement rule asked by west coast firms

Golden West Broadcasting Co. (KMPC Los Angeles, KSFO San Francisco) Friday asked FCC to exempt sports programs from proposed requirement of announcing when station officers and employes have financial interest in product or service being promoted.

Golden West principals Gene Autry and Robert O. Reynolds also own Los Angeles Angels and have interest in San Francisco Giant games. All sportscasters support home team and all games broadcast promote team, interest and attendance, GW maintained.

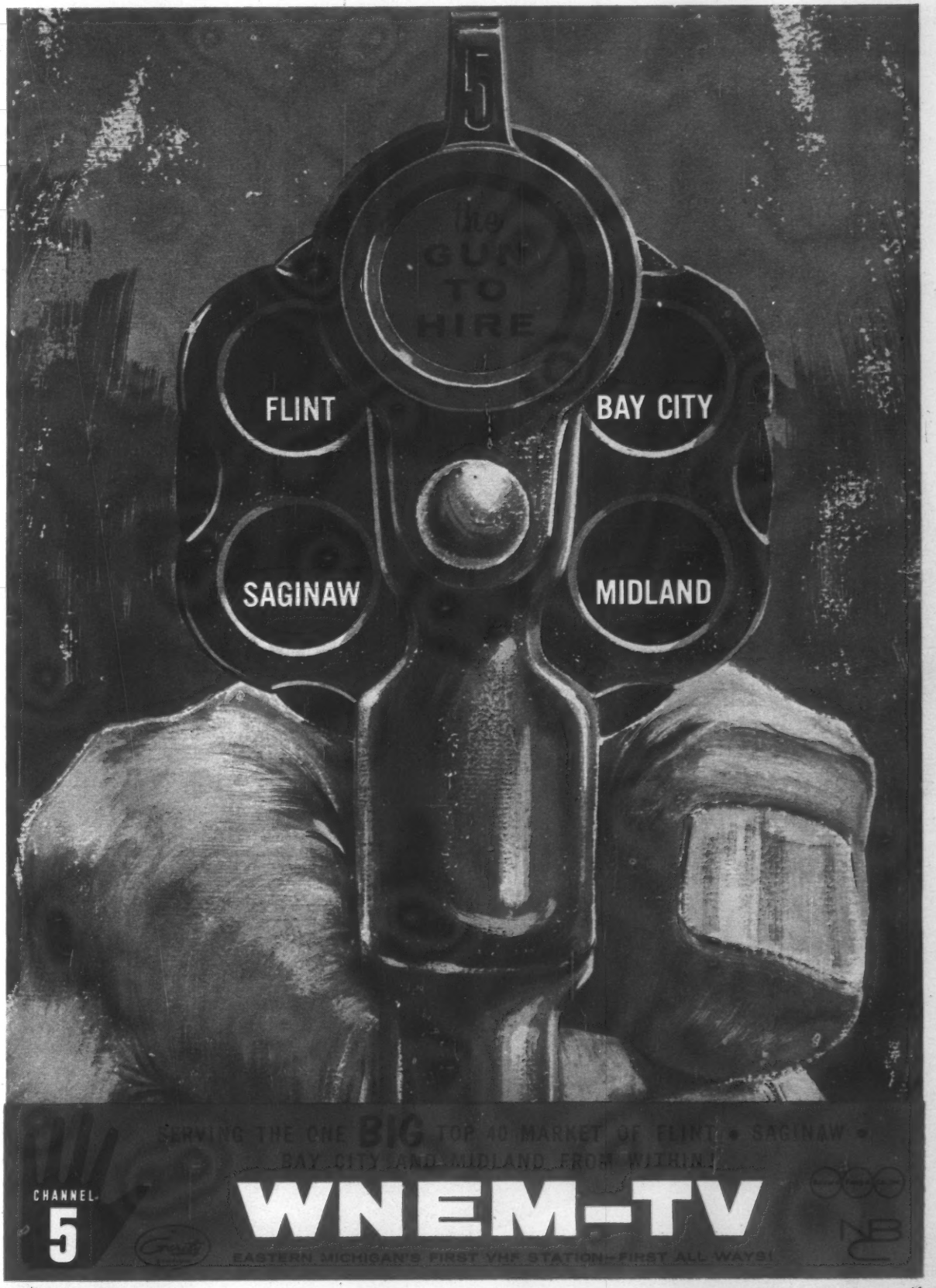
McClatchey Newspapers, commenting on same FCC proposal said contemplated announcement of interest should not be required "in connection with station identification announcements in which the ownership of another business by the licensee is merely mentioned."

Chun King special

Chun King Corp., heavy radio and tv spot advertiser, has bought *Chun King Chow Mein Hour*, one-hour special on ABC-TV, Sun., Feb. 4, 1962. Agency: BBDO, N. Y.

KETV names H-R-P

Ch. 7 KETV (TV) Omaha has named Harrington, Righter & Parsons as exclusive national representative effective Aug. 1. Announcement was made by Eugene S. Thomas, vice president-general manager of ABC-TV affiliate.


5
the GUN TO HIRE
FLINT
BAY CITY
SAGINAW
MIDLAND
SERVING THE ONE BIG TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND MIDLAND FROM WITHIN!
CHANNEL 5
WNEM-TV
EASTERN MICHIGAN'S FIRST VHF STATION—FIRST ALL WAYS!

CBS TELEVISION STATIONS NATIONAL SALES

...At your service!

Service is the watchword of CBS Television Stations National Sales (formerly CBS Television Spot Sales), now the national sales organization for the CBS Owned stations exclusively.

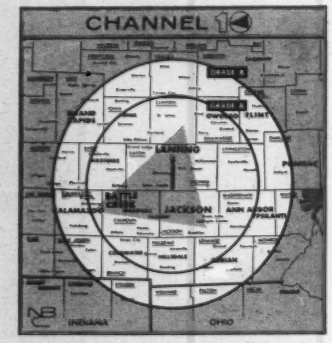
Only the name has changed. These five major-market stations are being sold now by the same full-strength staff of sales specialists in six regional offices... backed by the same array of experienced research, promotion and sales service people. What results is a finely-tuned sales force with the knowledge and the time to be an "extra arm" to advertisers and agencies– to render total service to sponsors seeking even greater efficiency from television's sight, sound and motion.

An unbeatable combination– the sales impact you get from the CBS Owned stations (WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis) plus the service-in-depth you get from CTS National Sales (with offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta).

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 6—Deadline for comments on FCC proposal to reserve a vhf channel in New York and Los Angeles for educational use.

•July 9—**NBC Affiliates Promotion Managers Clinics:** New York, July 10, New Orleans, July 11, Chicago, July 12, and Los Angeles, July 14.

July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration. Frank Welch, John Duncan and James T. Ralph (assistant secretaries of agriculture) and Harry Caldwell, chairman of the National Agricultural Advisory Committee. NATRFD will also meet President Kennedy at the White House.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

•July 10—Revised deadline for comments on FCC rulemaking in matter of broadcast announcement of financial interests of stations and networks and their principals and employes in service and commodities receiving broadcast promotions.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the FCC in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

•Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

•Sept. 18-19—**CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

•Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

•Oct. 28-29—**Illinois News Broadcasters Assn.** fall convention Hotel Custer, Galesburg.

Oct. 30-31—**IRE,** Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 4-11—**The Academy of Television Arts & Sciences,** First International Assembly. New York City. U.S. Ambassador to the United Nations, Adlai Stevenson will make opening address.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

"Even your commercials are interesting"*

BELL TELEPHONE HOUR

"We beg you to continue bringing your program to us. We think it is the best, the most worthwhile show on TV! We love the commercials, too."—*COLORADO*

"Your program last Friday was the most beautiful I have ever seen. There are few really good programs of late and yours is a joy. Even your commercials are interesting."—*NEW JERSEY*

"Thanks, thanks and forever thanks for last week's 'Telephone Hour.' Not only the performers made the evening a memorable one. The whole program was beautifully synchronized and sustained—even the commercials presented with a grace and charm that made them part of the whole artistic achievement."

—*CALIFORNIA*

"I want to express my appreciation to you for your wonderful program. I only wish there were more programs like yours to view on television. Also, I must say that the lady who does the commercials has such a pleasant voice and seems to have such a pleasing personality. I want to rush to the phone and call my family when she says, 'Isn't there someone, somewhere, you would like to call tonight?'"—*INDIANA*

"A sincere compliment to you for your wonderful show! I even appreciate your advertising—it has dignity and appeals to an adult, which is more than I can say for most television advertising."—*MINNESOTA*

**The commercial is the payoff . . . . N. W. AYER & SON, INC.*

outdated

The March 1961 surveys for Lubbock, Texas are outdated! Program schedules for the stations in this market were changed substantially during the survey period.

Contact your AMS rep.
(FORMERLY THE BRANHAM CO.)

WEST TEXAS TELEVISION NETWORK
KDUB-TV KEDY-TV
LUBBOCK, TEXAS BIG SPRING, TEXAS
KPAR-TV KVER-TV
ABILENE - SWEETWATER CLOVIS, NEW MEXICO

OPEN MIKE

'Bright reflection' of Chicago

EDITOR: The special report June 19, was one of the most interesting and informative articles on Chicago I have ever read. All of us in this office feel it is one of the most precise, accurate, and bright reflections on our city we have seen in recent years.

It is this type of report that makes BROADCASTING such an excellent publication for those of us concerned with tv and radio. *Charles Vance, Mayer & O'Brien, Chicago.*

EDITOR: Congratulations on the excellent June 19 "Special Report". . . We are going to be able to make some effective use of the data contained here. This is another example of outstanding performance by your fine publication . . .— *Jim Hanlon, Manager, Promotion & Research, WGN Inc., Chicago.*

EDITOR: Please send 300 reprints of the Chicago market story.—*Harry Wilber, General Mgr. WBEE Chicago*

[Reprints of the Special Report on the Chicago market are available at 25¢ each or $15 a hundred.]

An elder statesman warns

EDITOR: I note your comments concerning the speech and policy of the new chairman of the FCC, and I write to tell you that it may be popular with the broadcasting industry, but the people, so far as I can learn, are strongly behind Mr. Minow. I think you would be doing the broadcasters a real favor if you printed some of the comments in support of his position as to the large amount of crime, violence and sex that is pictured on television sets. I know personally of a considerable number of parents who have gotten rid of their television sets to keep their children from being filled with stories of violence and crime that are pictured on television.

I was in Washington the other day and in talking with senators and congressmen, found that most of them personally agreed with Mr. Minow, but, of course, they don't like to get in bad with the television owners in their own districts and states. However, it is only a matter of time until they will realize that the people are far more numerous on election day than these broadcasters can possibly be with all their programs of attack on Minow if they attempt that.

My own thought is that the big television chains better reform themselves or they will be brought under the regulation of the commission by an act of Congress. I realize fully that the law provides that there shall be no censorship of programs, but it also provides that licenses shall be granted in the

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EDITOR AND PUBLISHER
Sol Taishoff

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New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

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*Reg. U.S. Patent Office
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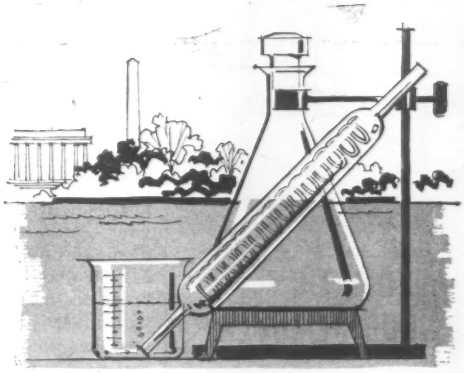
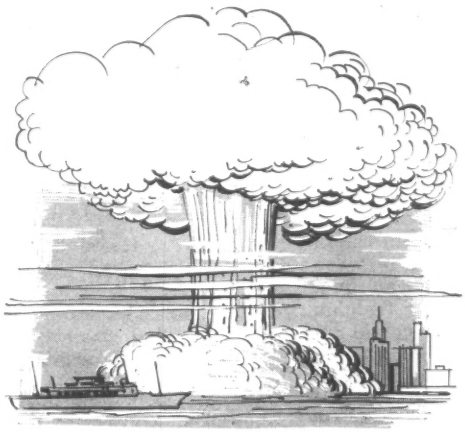
Troubled waters...

"I listened with considerable interest to your public service program when the DC Junior Bar Association presented a discussion regarding Potomac River pollution. That kind of program, which avails civic leaders an opportunity to participate and have access to broadcast facilities, is an outstanding contribution to the city and an excellent leadership contribution on the part of WWDC. Indeed, it brings to your station much goodwill and public understanding of a problem surrounded with considerable urgency of action. My heartiest congratulations."

WILLIAM H. WATERS
The Chesapeake & Potomac Telephone Co.
Washington 1, D.C.





...or troubled world

"Recently, your station in cooperation with the Office of Civil Defense of the District of Columbia conducted an all-day broadcast from a Family Shelter in the District of Columbia. On behalf of the Arlington County Civil Defense Organization, we wish to thank you for this civil defense public service to the Washington Metropolitan Area. The broadcast was well planned and executed. Those of our residents who listened should be able to use the information to good advantage in furthering their Civil Defense Home Preparedness."

A. T. LUNDBERG
Director, Office of Civil Defense
Arlington County, Virginia

... the station that keeps people in mind

The man driving to work compares fishing notes with Art Brown. The housewife fixing dinner adds an extra bit of garnish for Carroll James. They don't have Art or Carroll as car or table companion. Instead, they have an object called a *radio*. From it, all manner of *magic* flows.

Art Brown and Carroll James are but two of our performing crew. Like their colleagues, they are real "pros." Radio is their business—and their reason for being. It shows through in everything they do. They're proud—they're imaginative—they're persuasive. They've helped make us Washington's most listened-to station.

When next you plan for the rich Washington market, the station that keeps *people* in mind is the station for *you* to keep in mind.

WWDC *Radio Washington*

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

AUTOMATIC DEADWOOD REMOVER

If you sat down deliberately to devise a method of separating the cream from the crop in any list of potential customers, you couldn't devise a more "self-correcting" system than the built-in "deadwood-remover" you find in the circulation methods of ABP businesspapers.

Its name is money—and it works like this:

A man pays money to subscribe to a businesspaper in any given field because he *wants* it, uses it in his work. Because he uses it, he is a likely prospect for what you have to sell to the industry covered by the publication.

When he changes jobs or moves to another part of the forest, he has his subscription transferred. If he no longer needs it, he lets it expire. And if he himself expires, his name automatically comes off the list at next renewal date.

While not quite so complex or visually spectacular as the electronic machinery that sweeps away dead bowling pins and sets up live ones, the deadwood-remover in ABP publications is just as efficient. And it saves you, the advertiser, a good deal of time and money setting up the live wood you need for a high average of sales strikes.

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

public interest, convenience and necessity. I think the courts will stand behind the commissioners if they refuse to renew licenses, or even suspend some of them because of the excess of this kind of program . . . *Sen. Clarence C. Dill, Hutton Bldg., Spokane 4, Wash.*

(Sen. Dill, during his term in Washington, was co-author of the Radio Act of 1927 and the Communication Act of 1934 which set up the FCC. He is now in private practice.)

Questions Minow's answers

EDITOR: . . . My deep appreciation for your editorials as well as your general theme throughout BROADCASTING on Mr. Minow and his general downgrading of broadcasting and everyone connected with it. It is just wonderful how a man who has so little experience in broadcasting has been able to come up with all the answers.—*Norman A. Thomas, Norman A. Thomas & Assoc., P. O. Box 428, Chattanooga, Tenn.*

'Let Americans decide'

EDITOR: [Re FCC Chairman Minow's views] . . . I do not feel it just that the "New Frontiersmen" should employ their power to attempt to mold America in their own image. We are who we are, not who they want us to be . . . and tv, which has risen from nothingness to a vast intercontinental voice and vision instrument, has, in spite of its (and our) imperfections, come about in a truly democratic style in the tradition of free enterprise. Bureaucracy did not create the stations or the programs. Let them man the mechanics, and for all of our faults, let us as Americans decide our own program fare.—*Martin P. Blakely, Sioux Falls, S. D.*

Ammo for radio salesmen

EDITOR: Please send 200 reprints of the very excellent MONDAY MEMO (June 12) by E. G. Neale Sr., entitled "Radio hasn't come back—it's never been away!"—*Max Busch, CBS Radio, New York.*

EDITOR: Would like to order 300 reprints of the June 12 MONDAY MEMO —*Winston K. Marks, Manager, KBOY-AM-FM Medford, Ore.*

Our Spanish readership

EDITOR: It might interest you to know your story on Miss Teenage America contest franchises drew an inquiry from Madrid, Spain. — *Dana C'Cele, Miss Teen Age America, Southland Center, Dallas 1, Tex.*

Custer's lasting stand

EDITOR: Easterners know little more about Los Angeles except "crowded freeways" and "smog." While we agree that these two ingredients are factors in our market your May 29 article relegated them to their proper places. You made a concise yet comprehensive presentation of the important features of the Los Angeles market . . . the most important radio market in the country. —*Fredrick D. Custer, General Manager, KPOL Los Angeles.*

EDITOR: Please send 100 reprints of the Los Angeles market story, May 29 issue.—*Allen Arthur, KFWB Hollywood.*

EDITOR: Send 50 reprints . . .—*Bob Kennedy, KRCA Hollywood.*

EDITOR: Send 500 reprints . . .—*Jack O'Mara, KTTV (TV) Hollywood.*

[Reprints of the special report on the Los Angeles market are available at 25¢ each or $15 a hundred]

Reminder: it's everywhere

EDITOR: In your May 29 editorial, "How about giving tv a chance?" television [is referred to as] the "predominant communications medium."

On reconsideration, I'm sure you would grant that radio is not only the predominant communications medium but the greatest mass medium available. —*Terry F. McAuley, 760 Yale Ave., University City, Mo.*

Early WORM heard the bird

EDITOR: . . Heard a blooper on a sports show yesterday, an area radio station . . .:

". . . Southern California, the nation's top-rated college baseball team . . . is scheduled to take on the Leghorns of Texas."

. . . Such a "fowl" thing to say about our Longhorn friends!—*Neal B. Bunn, General Manager, WORM Savannah, Tenn.*

On television, too

EDITOR: I appreciate your mention of our internship program with WMIL Milwaukee (THE MEDIA, June 5); the article, however, should have included mention that we are engaged in a similar program with WMIL's sister station, WXIX-TV Milwaukee. . . .—*Raymond T. Bedwell Jr., Radio-Tv Dept., Marquette U. School of Speech, Milwaukee.*

Plea for national anthem

EDITOR: Having spent several weeks in the hospital listening to radio and tv, I did not once hear our national anthem. It seemed to me that we in radio must alert the American citizen to the fight for democracy. If radio and tv would play the national anthem at noon, this would help more than all the speeches, debates, forums, etc. Detroit stations are now doing this and I would hope others can too.—*Jack M. Roberts, WMZK (FM) Detroit.*

You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Len Garber

Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

René James Ayes

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

Call your WLW Stations' Repres
the dynamic WLW Stations...

WLW-A Television
WLW-I Television Indianapolis
WLW-D Television
Television
WLW-T Television Cincinnati
WLW Radio

MONDAY MEMO from DR. DONALD L. KANTER, Tatham-Laird Inc., Chicago

Self-hatred is no asset in advertising: adapt or get out

Too many top-level agency people display obvious manifestations of self-hatred.

Example: the writer who is unhappy with himself because he feels, after all, that he really is cut out for "better things" than writing advertising copy.

Second example: the researcher who wants to go back to the university to study "significant things."

This self-hatred is projected by thousands of agency people throughout our society. This is a bad thing—an unnecessary thing. It probably accounts for at least part of the so-called bad image of advertising people in the eyes of their non-advertising neighbors. It's as if they believe people like Vance Packard.

If the people who produce advertising feel unhappy about it, ashamed by it, basically cynical about it, this cannot fail to influence attitudes toward advertising on the part of people outside the advertising fraternity. This is destructive. And it is irresponsible. It requires a level of toleration which I, for one, find difficult to maintain.

Time to Stop ▪ This self-hatred should be stopped. Advertising men should proudly, but modestly, carry their heads high and cease and desist from the obvious manifestations of their own cynicism and self-punishment.

I'd like to quote Art Tatham—in a bulletin to our organization—in this regard:

"We believe that an advertisement is an organism of communication designed to achieve a commercial purpose, usually the making of a sale. We believe that the prime criterion of the merit of any advertisement is its ability to accomplish this prime purpose. . . .

"To be good creative people in advertising, we must be able and willing fully and wholeheartedly to accept this belief and all its implications."

No Apology ▪ "We must also believe in the worthwhileness of advertising. We must be able to dedicate our talents to the advertising purpose and to do so proudly, not apologetically.

"We must realize and accept the fact that the goal which the creative advertising person seeks is not to express himself, but to give expression to the client's product! The creative person who is not able to accept these fundamentals should get out and stay out of advertising."

If the strident voices of the self-doubters can be silenced by their own inclinations, however, this would have a salutary effect, through time, on the total advertising fraternity. Moreover, it is their responsibility to be quietly self-respecting.

One small way of trying to help these self-deprecating souls to help themselves —to remove this unfortunate communications network—is to foster self-understanding among the miscreants about some of the reasons lying behind their behavior.

Reasons Why ▪ The beginning of re-education is understanding. It is my hope to speculate briefly on some of the reasons why some of this self-hatred among advertising men may have arisen. My obvious purpose and my hope are that these insights might be of some value to those in the fraternity who are unhappy with themselves and who are cynically sowing seeds of contempt for all of us who work in advertising.

What are some of these underlying reasons for self-hatred among advertising people?

One reason involves the fact that the business attracts unusually talented and bright people. This usually means they are people who have many skills and diverse interests. It is only natural that many among this group feel that they could be doing "other things."

The point: the words "other things" should be substituted for "better things." It should be made clear if the self-deprecators and critics want to do different things they are not necessarily better things. And they ought to get on with doing them, if they are as pluralistically talented as they imply in their saloon broadcasts.

Pioneer Mores ▪ Another explanation may be that we Americans, who take our traditions from New England and the prairie, have more or less unconsciously always been suspicious of such things as the luxurious, opulent life which advertising helps to promote. I am suggesting that unconsciously, perhaps, our puritanism is showing and we have not recognized it for what it is. It's as if they feel guilty for not living the "stark life."

Producing ideas rather than things is another source of discomfort, I hunch. We are a production-oriented society and we value concrete, material, tangible evidence of our own worth. Many agency people really feel they are "not working when they are thinking."

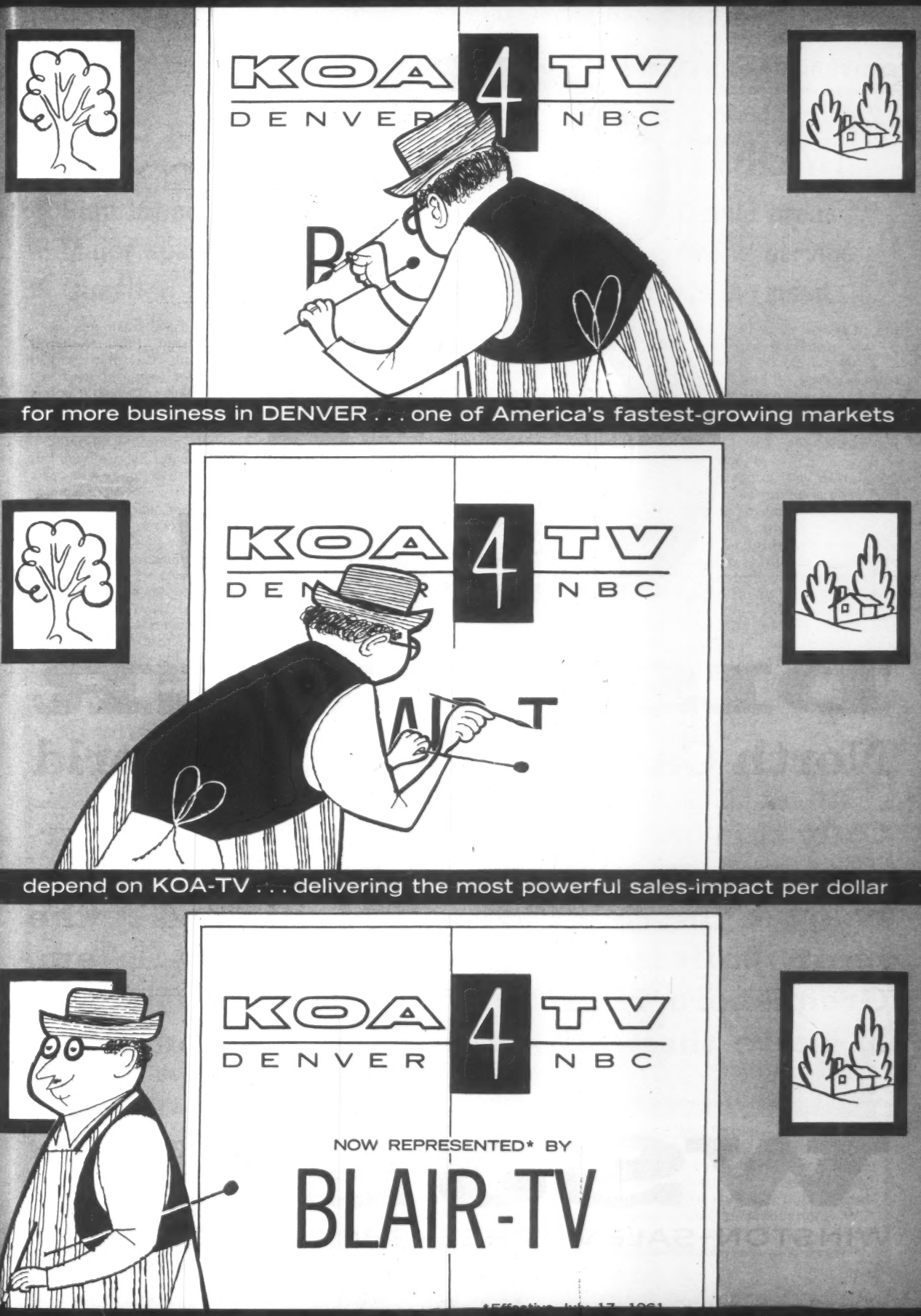
And we Americans have always been suspicious of salesmen. This certainly stems from our agrarian and colonial values-system. We don't mind a sharp horse trader (David Harum), but we do dislike a "snake-oiler." Too many self-hating advertising people are unaware of the fact that everyone everywhere uses persuasion as a legitimate tool of effective human relations.

We too often assume "the grass is always greener" and believe that advertising agency operations are "different" from other economic or academic activities.

Idealistic ▪ We are a nation of reformers—and we continuously postulate utopian ideals. This high-mindedness is moral, but occasionally unrealistic and demanding.

Conclusion: If we have the courage to look into ourselves and really examine some of our tacitly-accepted values, we might find that being a member of the advertising fraternity is to be a useful, productive, moral and creative individual—and we might begin to act like it. This is our responsibility!

Dr. Donald L. Kanter is executive director of creative research for Tatham-Laird Inc., Chicago. His administrative responsibilities include development of advertising campaigns through research and evaluation of those campaigns. Before his association with T-L he was with Social Research Inc. and in charge of motivational research for Gould, Gleiss & Benn, both Chicago. Dr. Kanter is vice chairman, standing committee on research, American Assn. of Advertising Agencies.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DENVER NBC
for more business in DENVER . . . one of America's fastest-growing markets
KOA 4 TV
DENVER NBC
depend on KOA-TV . . . delivering the most powerful sales-impact per dollar
KOA 4 TV
DENVER NBC
NOW REPRESENTED* BY
BLAIR-TV

DISCOVER

North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point – a responsive market of more than 300,000 television homes!

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 3, 1961 Vol. 61, No. 1

IS FCC MAKING FM BASIC MEDIUM?

■ Plan broadens service to local, regional and 200-mile areas
■ Major spectrum change would speed fastest-growing service
■ Question of duplicate fm programs on am outlets is raised

A complete overhaul of the fm broadcast band, fastest growing part of the spectrum by number of stations, has been proposed by the FCC. The action projects the first major spectrum change since the television band was unfrozen in 1952.

Speed-up procedure designed to give this aural service a powerful shot-in-the-arm was announced June 29 by the commission.

More important in some respects is a second FCC proposal, put in form of a question:

▪ Should duplication of am programs on fm stations be curtailed?

The proposed spectrum change would provide three main types of commercial fm stations ranging from local to regional and then to 200-mile protected service areas (see table page 25).

Here the commission issued a "notice of inquiry, notice of proposed rule-making, and memorandum opinion and order." This is an expediting technique that does not include an oral hearing but instead invites comments by Sept. 5, with 30 days for added comments.

But in the program-duplication proposal the FCC simply invited comments, stating that no rules will be adopted without further proceedings (CLOSED CIRCUIT, Feb. 20). This is touchy business since it involves basic regulatory philosophy with possible censorship implications. It was not stated however that the commission might prefer to take fm grants away from am-fm operators who don't do any original fm programming.

There was one obvious conclusion drawn from the FCC's notice:

▪ More and stronger fm signals would be made available, giving even sparsely populated areas access to this relatively noise-free medium.

And behind it all, it appeared, is staff-level belief that fm should become the basic aural medium.

A scanning of the FCC's notice indicates there is no intention of—

▪ Abolishing the 41-year-old am broadcast service, or

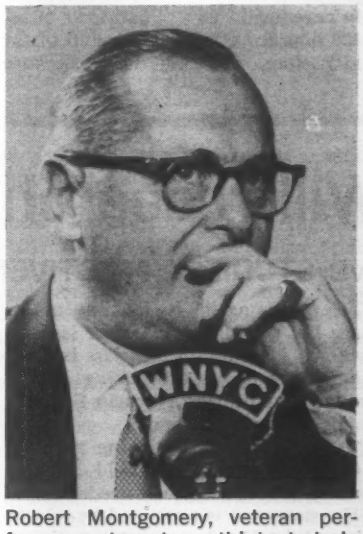
▪ Yanking any of the existing fm stations (unless something is done later about duplicate am-fm operations).

This new plan would provide the biggest shove for fm broadcasting since the commission gave its blessing to this static-free, technically superior (in many cases) medium back in the mid-40s. At that time fm was given 100 channels (88-108 mc) between television's channels 6 and 7. Eighty of the 100 channels (92-108 mc) were set aside for commercial use, the other 20

35 witnesses air million words of plaints, proposals

Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson Corp. (International) cites large number of dramatic, music, opera, ballet and special events programs on NBC-TV during his stewardship.

H. William Fitelson, general counsel of the Theatre Guild says that while ratings may have their faults "no one has yet devised a better method" of measurement and suggests that they treat all programs alike.



Robert Montgomery, veteran performer and producer thinks today's programs consist largely of "blood and thunder and sudden death" stories. He suggests limiting network control of production.

(*For complete story on FCC program hearing in New York see page* 40)

IS FCC MAKING FM BASIC MEDIUM? continued

(88-92 mc for education).

Fm had been first authorized in 1940 on the 40 mc band. Its development was slowed to a walk by World War II.

After the war the commission gave its blessing and encouragement to fm applicants. They applied by the hundreds but many became disillusioned when they were unable to attract enough listeners and began falling off in bunches as the public embraced the new television medium.

But in the mid-50s fm began to catch hold as television became an established medium. Much of its growing popularity came from specialized program service such as long-hair or background music rather than the fancy overtones and fidelity that 200 mc channels permitted.

Fm's growth has been steady in the last five years and there are few available channels left in the big metropolitan markets, the northeastern and mid-Atlantic areas, some midwestern spots and the West Coast.

Fm Looks Better ▪ The FCC indicated it is taking a dimmer view of am broadcasting as the years pass. It is constantly bogged down with am applications and often can grant only daytime facilities in this crowded band. Because of this jam, it's felt fm can serve local outlets better than crowded am stations.

And the commission added significantly: 25-million people now have no nighttime primary am service and probably never will.

It's time for complete checkup of fm broadcasting, the staff feels, because new technical information is available and perhaps a way can be found to cut out a lot of unavoidable tape involved in processing of applications.

The new table is essentially different from the allocation formula used in television, being based on protected coverage without assigning specific channels to the nation's cities (as in the case of tv). However the commission wants to reassign fm stations so there isn't a lot of wasted spectrum space resulting from unnecessarily wide separation of stations.

In its notice the FCC specified these four basic proposals:

▪ An overall plan of new fm station assignments based on minimum mileage separations with respect to existing stations, and also to some extent on maximum separations.

▪ Three classes of commercial fm stations instead of two, as now, plus two types of educational stations.

▪ Particular channels for the different classes of fm stations, with protection to existing stations.

▪ An inquiry into such technical topics as signal ratios, polarization, directionalizing and receiver efficiency.

While these technical details are important, the perhaps sinister matter of am-fm duplication will bring close industry scrutiny. Here are the commission's words:

"In an effort to speed the development of the fm service by permitting economical fm operation, the commission has up to now permitted fm stations to duplicate, without limitation, the programming of am stations, usually am stations under common ownership. Many, perhaps a substantial majority, of fm stations operate on this basis today.

Aided Growth ▪ "Probably this has contributed to the growth of the medium for the reasons intended, and also it permits am stations to reach an additional fm audience with a service often of higher quality technically; but at the same time a question exists as to whether duplication, or at least unlimited and total duplication, is an appropriate use of fm facilities or amounts to waste of a valuable frequency band.

"Comments are invited as to whether complete or partial duplication should

Fm's vital statistics

The FCC's notice of a proposed reshaping of the fm band sets up these basic facts:

1,060 commercial fm station authorizations (close to 870 stations actually operating).

Of stations authorized, 110 are Class A (low power), 950 Class B (up to 20 kw and higher).

Of 3,200 am stations, 2,907 have 1 kw or less power (many 250 w stations may increase to 1 kw).

By states, California has the most fm stations, 142. Other leaders—Ohio 90, New York 79 and Pennsylvania 78. There are no fm stations authorized in four states — Montana, North and South Dakota, and Vermont.

Day and night fm propagation is uniform.

BROADCAST ADVERTISING

Will research reveal tv's real image?

TvB STUDIES EFFECTIVENESS; NAB WANTS TECHNIQUE, RATINGS PROBE

Television again is looking at its image but this time the mirror is basic research. Holding up the glass is Television Bureau of Advertising which, through its president, Norman E. Cash, sounds a note of urgency:

"A massive and continuing program of basic research in the field of mass communication is urgently needed now."

The statement is prompted by release today (July 3) of a report covering a TvB-commissioned basic research program conducted at Pennsylvania State U., and the first research substance to be given wide circulation since the program went into effect more than two years ago. It's conservatively estimated the cost of TvB's basic research soundings so far amounts to some $100,000.

The new report—initially and quietly given limited exposure to a selected group of advertising agency executives at the American Assn. of Advertising Agencies' convention this spring—is being released at a time when tv's "numbers" (nose-counting) are coming under the attack of other media, government and tv critics.

Collins' Call ▪ It follows by little more than a month a major proposal of NAB President LeRoy Collins for a research center on or near a university and operated by broadcasters themselves. This center, he reasoned, would get "the most pressing problems of the industry for assignment to the finest research specialists in the nation" (BROADCASTING, May 15).

While both NAB and TvB seek bold moves in research coverage of the television medium, there appears to be a lack of desire by either to consolidate their resources. Additionally, each would seem to be exploring dissimilar paths: NAB apparently embracing the need for research in the areas of ratings, broadcast techniques and the influences of certain programming among other things; and TvB obviously moving out from its "nose-counting" activities to studies of media effectiveness.

be permitted for any fm station and, if only partial duplication should be permitted, what maximum percentage of program time should be permitted for this kind of operation."

In asking for comments on polarization the commission noted the growing use of auto fm receivers having vertical or whip antennas. At present horizontal polarization is standard but circular or elliptical polarization is permitted. Vertical is considered more effective for autos.

Comments are sought on fm receiving sets in relation to their efficiency in picking up and separating signals, with special attention to the efficiency of low-cost sets.

The commission took note of this fm administrative advantage—fm probably will never develop all the assignment problems now associated with am, but a tendency in that direction has appeared. Contours, populations and service problems lead to hearings.

The assignment table is designed on the theory that existing stations are to be protected on a uniform basis regardless of the facilities they use or which are proposed by new stations. This is in accord with television separations. The staff proposes use of vhf propagation curves as a basis for station separation. A new study of co-channel ratios and possible use of offset carrier techniques as well as cross-polarization is suggested.

Proposed Revision ▪ Occasion for all these sweeping proposals to re-make the fm broadcast band was a cluster of three applications. FM Unlimited, Chicago firm, proposed a complete revision of assignments and rule-making. This was granted to the extent of a call for comments and proposed rule-making. Charles River Broadcasting Co. proposed to delete the basic fm area split in assignments. This was denied. And the request of Joseph D. Worth for a flat 75 kw ceiling on Class B stations outside Area 1 was also denied.

The fm area formula specifies a 20 kw maximum power limit on stations in the northeast (New England south to Washington, D. C., and Hagerstown, Md.). This two-area formula would either be abandoned entirely or else the northeast boundaries would be extended into the midwest under FCC's new allocation plan.

Special provisions are suggested for Alaska and Hawaii. Currently Alaska is assigned 100-108 mc, Hawaii 98.1-107.9 mc. Each would have 10 channels for high-power Class C stations, under the plan.

FCC made clear it is thinking in terms of development of "a vast number of local outlets, removing the need for, and it is to be hoped, actually replacing marginal am operations."

The new Class B stations would have a 50-mile protected service radius, with 20 kw power, that would usually cover the growing urbanized areas around cities.

An important phase of the FCC's notice centers around directional antennas and their place in the new allocation. The notice mentioned the use of directionals to avoid wasting signals over water and their place in separation of stations. About a dozen fm stations use directional antennas. A few are employing power approaching 100 kw and even higher.

After skimming over the commission's notice, one communications engineer observed, "This makes fm assignments valuable." He added, "Get in while you can."

How FCC would redesign the fm band

Class	Maximum facilities permitted (or equivalent)	Protected service area radius	Minimum co-channel spacing
Class A (low power)	1 kw ERP, 250 ft. a.a.t.*	25 miles	115 miles
Class B (intermediate power)	20 kw ERP, 500 ft. a.a.t.*	50 miles	190 "
Class C (high power)	100 kw, ERP, 2,000 ft. a.a.t.*	100 miles	300 "
Class D (low power) educational	10 watts (transmitter power), 100 ft. a.a.t.*	6 miles	25 "
Class E (high power educational	same as for maximum commercial station at the same location.		

* Above average terrain.

The urgency of a continued, massive research program is underlined by a bureau observation that "larger budgets, increased competition, narrowing profit margins demand greater accuracy in recognizing and making each decision in this complex age of possibilities, and insist upon finer measures of this accuracy." While a commercial's creation may be complex, its effectiveness measure is still more so, TvB concludes, because this measure must provide the guides for the creation of the next advertisement.

The Pennsylvania State research already has one significant by-product—that of techniques used in testing for media effectiveness. Along this line, Penn State found that closed-circuit tv provides a new way to speed up research. Reason: it permits the study of many things all at one time.

Other important findings:

▪ Many of the tests made previously of either advertising or media are misleading. Reason: These tests did not fit the medium used. To explain further: The researchers feel that it is important to use a visual form of a test to measure a medium that is visual.

▪ When two elements of a commercial are used together—that is picture and supered names, for example—the results are better than when either is used alone. But, the researchers now know, it doesn't necessarily follow that when elements are added, the communication will be improved over and above that much. And, in fact, too many additional details (or information) in the commercial may reduce the communication.

▪ Combinations of the different elements in the message (or communication) must be tested. This process, say the Penn State people, "outlaws many previous tests that had assumed combinations of sight and sound (or copy and sight) were equal to the sum of their parts."

Helping to place previous testing and research in perspective: The Penn State researchers have compiled a bibliography of inter-media research and described it as "the most extensive yet assembled." More than 3,000 titles are included. Copies have been requested by the U. S. Office of Education and the Institute for Communications Research at Stanford U.

Tv basic research is but begun, TvB makes it plain, noting there "would need to be more systematic study both of the effects of communication variables and of conditions of use in terms of desired objectives."

The important decisions made as a result of the Penn State project:

▪ From the preliminary testing, it was decided to limit for now all experimental work to only the medium of television because it embodies the

PERSPECTIVE ON THE NEWS

Proof of tv's effectiveness TvB's aim

MILLION DOLLAR, FOUR-PART PROGRAM CONTINUES

A heated warfare among competitive national advertising media—among which television is but one—is in the background of the urgent note sounded by Norman E. Cash, president of the Television Bureau of Advertising.

But to say Mr. Cash seeks more firepower under his command and is throwing "basic research" into the fray would be missing a point of issue. TvB has a warning for the tv business man. And it amounts to this: "Research terms are difficult to understand," he seems to be saying, "but the Pennsylvania State U. report is one more door unlocked on the way to a more stable advertising dollar in television." Why? First, a look back:

Television Bureau of Advertising as early as 1955 set forth a massive research program (the investment now reportedly comes to nearly $1 million over the six and a half years). The concept encompassed four parts, some in operation concurrently.

In one phase, TvB set out to document whom tv reaches. The bureau did this by publishing summaries of rating services and various analyses on how tv reaches the people (and who those people are). For example, the bureau circulated such reports as a spot sampler, of a seasonal analysis, of Market Research Corp. of America studies on liquid bleach, automatic washer owners, of Pulse studies into appliances, frozen foods and automobiles, and of Nielsen studies ("heavy and light driving" homes, filter and king-size cigarette smoking homes, new and used cars, etc. etc.)

Another phase took in the question of how much it costs the tv advertiser to reach people. In this category, TvB began publishing spot and network gross billing figures (including brand advertising breakdowns) along with some analyses and cost per thousand studies. Both phases—who is reached and the cost of reaching that person—are identifiable as "nose-counting" or documenting in numbers.

What Happens When ▪ By early 1958, the bureau researchers were in still a third phase of what happens when the tv advertiser reaches these people. Out came reports on the Edsel (via neighbor samples), on the Buick (via immediate recall) and thousands of success stories. But the bureau felt, these three phases but scratch the surface. It was decided to launch a broad investigation of why or how tv makes people do things.

The latter conclusion brought up the fourth phase. The facets: a Pulse study showing how time is spent, on "E-motion" which indicates why people turn to television, an image study on specific effects of tv's role and still two other inter-related studies: (1) A cash-award competition for exceptional research plans (plans and new ideas which can point the way for others), and (2) the basic research project at Penn State that already has compiled what has been done so far in this field and determining what is valuable.

Still other benefits will come from Penn State, as they will from other facets of the fourth phase.

That briefly is the historical background of tv's research. But now for the urgency:

The day may not be far off when each of the highly competitive but powerful national advertising media will reach its limits in the amount of documentation available on the numbers (and types etc.) of people an advertiser can expect to reach with a given message. It's at this point that a differential—that is, how effective the medium is once it reaches the person—could make the difference as to which vehicle the advertiser will select to invest his money, and how much of a budget it can expect.

Television can be ahead if it can button down the answers "soon" to a few basic questions of why people will or will not do certain things when tv reaches them, if it can remove most of the unpredictable, and if it can show advertisers what they can do to make their commercial use of the medium more effective and thus increase their sales.

Seen from this viewpoint, the stakes appear high and the urgency great.

elements of virtually all the mass media, including print, the spoken word, pictorial and other non-word signs and symbols.

▪ Perception was the area chosen for the first study.

It's apparent the research group at Princeton will continue to concentrate on perception as a means to a better understanding of why people act as they do as a result of viewing television (commercial) messages. As the word perception implies: it's what one viewer as distinguished from another sees in a particular communication that would appear important to the buying decision.

The actual testing at Princeton included the showing of whole messages or commercials, and then the respondent's perception compared with what actually was contained in the commercial, and later, a simplified message (printed name, spoken name, picture and combinations). This message was sent on closed circuit into a number of different classrooms at the same time, each room receiving a different combination of the elements making up the communication.

Further Study ▪ TvB phrases the lessons learned this way: "There are many more things to be known before the effectiveness of any advertising or advertising medium can be adequately measured. The maze of possible factors, the importance of their control, the variation in results with changes in tests, the way factors work alone and in combination . . . all attest to the need for further study."

Mr. Cash noted the report found "most communications research is . . . inadequate, limited and superficial," and in the early findings now in hand a "maze" of opportunities for a greater effectiveness in communication both in advertising and in other (governmental and educational) fields would appear to be opening up.

Closely related to the process of learning more about the problems in this area is TvB's competition—now closed—which has nearly 150 people who have recommended plans and ideas as designs for future tv-communications research.

A governing committee and a group of prominent educators are associated with the competition and also have connection with the Pennsylvania State U. project.

The governing committee has Mark A. May as its chairman. He is professor emeritus of psychology at Yale U. and chairman, U. S. advisory commission on information. Others: Leon Arons (as secretary), TvB's vice president for research; C. R. Carpenter, psychology professor at Penn State; John B. Carroll, professor at Harvard U.'s graduate school of education; Joseph T. Klapper, a communications research consultant for General Electric Co.; Paul F. Lazarsfeld, chairman of Columbia U.'s department of sociology;

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Wilbur Schram, a Stanford U. professor in communication research; Milton Sherman at Marplan, research affiliate of McCann-Erickson, and the late Samuel A. Stouffer, professor of sociology at Harvard.

The group of educators-researchers: Philip H. Coombs of the Ford Foundation; Roy M. Hall, assistant commissioner for research, U. S. Office of Education; Marion Harper Jr., board chairman of Interpublic; Ralph Hetzel, vice president of Motion Picture Assn. of America; Arno H. Johnson, chairman of the Advertising Research Foundation and an economist with J. Walter Thompson; Thomas B. McCabe, president, Scott Paper Co., Porter McKeever, director of information for the Committee for Economic Development; Frank Pace Jr., chairman of General Dynamics Corp., Gilbert Seldes, director of the U. of Pennsylvania's Annenberg School of Communications, and John F. White, president of the National Educational Television & Radio Center.

Now it's CBS Television Stations National Sales

A newly-named department will now handle national spot sales for CBS-owned tv stations. In effect, the change today (July 3) amounts to CBS Television Spot Sales becoming CBS Television Stations National Sales, a name which Bruce R. Bryant, vice president and general manager, feels accurately classifies the station representation function in "selling television advertising to national accounts."

Mr. Bryant explained that national selling means "a great deal more than offering a list of spot announcements in a delivery-service function" and that a spot campaign has become a major expenditure which takes in program purchases, announcements and participations and involves a careful study of markets, business trends and competition.

CBS-owned tv stations—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will continue to be represented by the Sales Arm which will have six regional offices (New York, Chicago, Los Angeles, San Francisco, Detroit and Atlanta).

Rep appointments...

- WMIL Milwaukee: Bob Dore Assoc., N. Y., as national representative.
- WITN (TV) Greenville-Washington, N. C., and WRRF those cities: Venard, Rintoul & McConnell, N. Y.
- KDEO San Diego; KFXM San Bernardino, and KAFY Bakersfield, all Calif.; Robert E. Eastman & Co., N. Y.

First 'VIP' in Blair's new Chicago building

First agency executive to receive "VIP" treatment ("very important presentation") at the new Chicago office of the John Blair station representative organizations is Harold Tillson (r), manager of the media department of Leo Burnett Co. there. On the giving end June 27 were (l to r): Sherwood (Skip) Hinman, Blair-Tv; Arthur Stringer, vice president, Blair Television Assoc., and Harry Smart, vice president, Blair-Tv. Blair's $6 million 11-story glass and aluminum structure at 645 North Michigan Ave. already houses midwest offices of McGraw-Hill and as of July 15 also will house the Chicago office of The Caples Co.

ADVISORY AD GROUP

Proposes publication of self-regulation manual

Publication of a self-regulatory manual covering the advertising and media industries was proposed June 29 at a Washington meeting of the Advertising Advisory Committee of the Dept. of Commerce.

Secretary of Commerce Luther H. Hodges took part in the meeting, attended by a score of advertising and department officials. William Ruder, special assistant to Secretary Hodges, said the department will cooperate in the project provided it is "a completely factual presentation of what is being done and if the contents are approved."

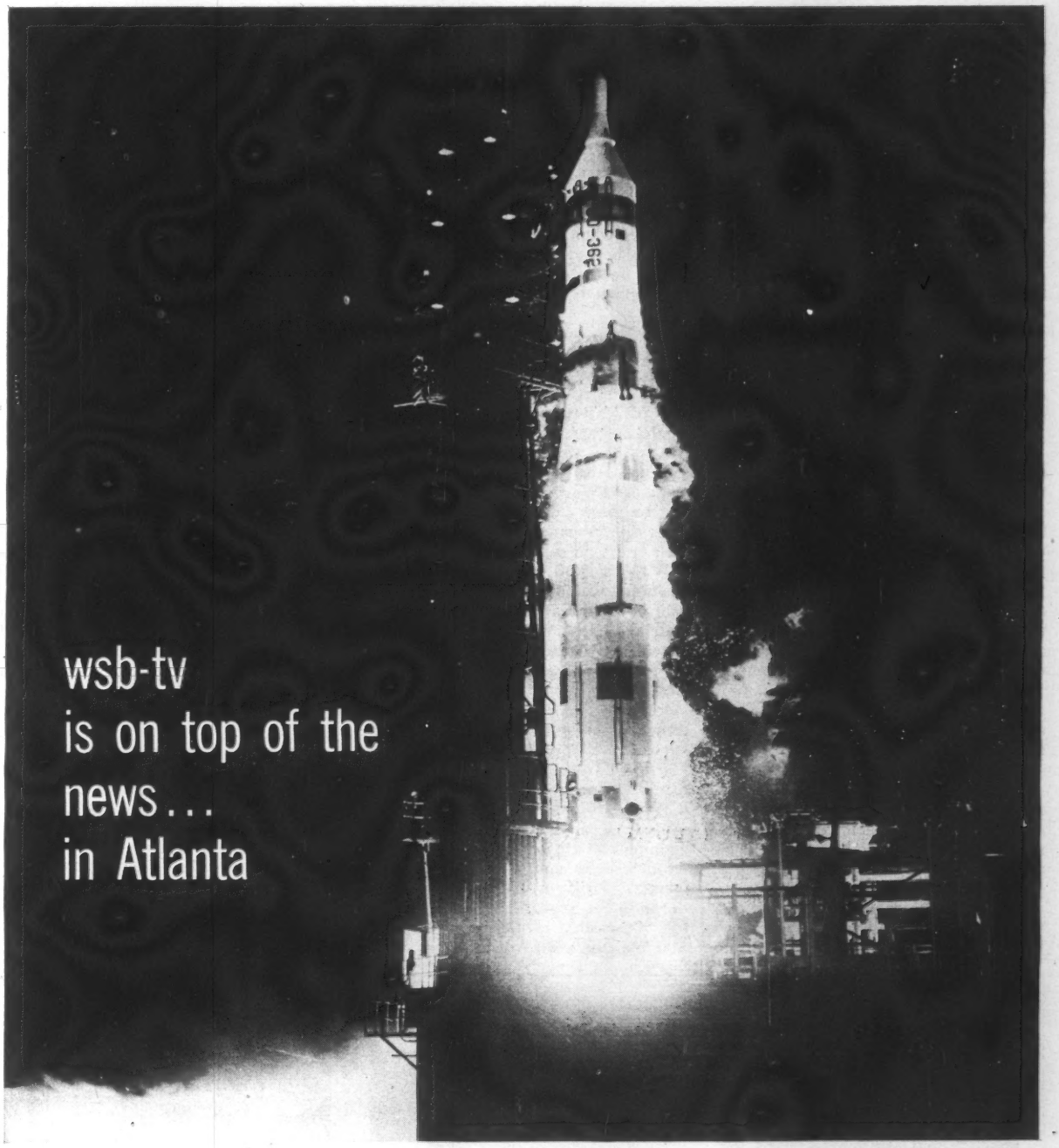
The manual is designed to serve as a basic reference work on the subject of self-regulation by broadcasting, print media, agencies and advertisers. A study of these self-disciplinary projects was presented May 30 at the Advertising Federation of America convention in Washington by Earl W. Kintner, former chairman of the Federal Trade Commission (BROADCASTING, June 5).

A threefold base was laid for the manual by the committee—help business make more effective use of advertising; create a better understanding of self-regulatory processes in advertising, media and related business organizations, and provide businessmen with information necessary to participate in self-regulatory machinery.

Secretary Hodges said the department welcomes the counsel of the advertising advisory group, headed by Frederic R. Gamble, president of American Assn. of Advertising Agencies. The secretary was asked to review a provision in the defense appropriation bill restricting advertising by defense contractors and subcontractors. The committee will meet again in late September.

Agency appointments...

- Food Fair (shopping center chain), New York, appoints Newhoff-Blumberg, Baltimore, to handle advertising and pr for its new Reisterstown Plaza shopping center, that city.
- Silco Cut-Price Stores (chain store group which operates 60 stores in seven states), Philadelphia, appoints Philadelphia Spot Sales to organize a series of test spots. Order calls for 50 weekly spots in 15 markets.
- New Jersey State Democratic Committee, Trenton, appoints Guild, Bascom & Bonfigli, N. Y., as agency for the gubernatorial campaign of Judge Richard J. Hughes. Media plans have not been set.



Over one-half the viewers who watch news in the 3-station Atlanta market see it on WSB-TV. The latest Neilsen survey (March 6-April 2) shows Channel 2's eight daily newscasts with a 54% composite share of audience. This dominance by WSB-TV comes from years of consistently offering the best, fastest, most accurate newscasts. Put your product on top in the nation's 24th market... put your advertising on WSB-TV... Atlanta's top station!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

COSTS FOR LONGER BREAKS

No definite 40-second pattern emerging as several stations reveal rate plans

There were some definite answers last week as to how tv stations will price the 40-second station breaks as they become available from the networks (BROADCASTING, June 26).

WWJ-TV Detroit, WTVJ(TV) Miami and the Crosley Broadcasting Corp., on behalf of its five stations, announced rate card revisions towards this end.

Edwin K. Wheeler, WWJ-TV general manager, said that its 40-second prime-time rate, effective last Saturday (July 1) is $900 which also becomes the rate for 60-second announcements. The 20-second charge remains at $700.

The Crosley plan becomes effective in the fall when the network 40-second break is initiated. It covers WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio; WLWI(TV) Indianapolis, Ind., and WLWA(TV) Atlanta.

Robert E. Dunville, Crosley president, said that the 40-second break rate would be 65% above the basic 20-second rate; the 30-second rate would be 40% over the 20-second charge.

Mitchell Wolfson, president of Wometco Enterprises, announcing the 40-second rate for WTVJ, also noted that the door would not be closed to advertisers already with commercials of shorter duration. "WTVJ will designate across-the-board positions in which announcements of specific denomination will be available, will expand its already successful scheduling of sponsored audience features in announcement time periods and will price the new 40-second availabilities at a rate between 130% and 140% of the twenties," Mr. Wolfson stated.

The WTVJ plan will allow 20-second and 10-second spots only at 8 p.m. and 10:30 p.m., Sunday through Saturday. On days when the network permits 42 seconds between programs, the remaining 10 seconds of break position will be employed for public service purposes.

Mr. Wolfson explained that the sudden appearances of 20-second availabilities would appear to exclude the traditional 10-second advertisers, but that WTVJ was aware that some campaigns are ideally suited to the ID format and that some sponsors have "small fortunes" invested in 10-second commercials. "We feel we have an obligation to these clients, hence our setting apart special strips in prime time for their use," he said.

WTVJ's 8:30 p.m. and 9:30 p.m. positions, Sunday through Saturday, will be sold as two 20-second commercials only. When one position is unsold, it will be used for station promotion. In no event will WTVJ permit any break position to be occupied by more than two commercial units. The 40-second commercials will be available during all time classifications.

Example of the sponsored audience feature in announcement time periods is WTVJ's *Weather Eye*, a complete 30-second weather program including opening and closing sponsor billboards, weather news and a Phillips 66 commercial. Program will be of 42-second duration as availabilities open in the fall. Extension of this type of show, Mr. Wolfson said, will be *News Break*, with a composition like *Weather Eye* and to be expanded to 42-seconds in the fall.

Mr. Wheeler, commenting on WWJ-TV's plan, said the new rates reflect an equitable value to the advertiser and a satisfactory return to the station. He termed the price differential between 20 seconds and 40 seconds as realistic "since it offers exclusivity and provides greater scope in which to develop copy points." Mr. Wheeler also declared WWJ-TV will continue its long-standing policy that precludes triple spotting.

Crosley's Mr. Dunville pointed out that the 40-second commercials would help to dispel images of "over-commercialization" among viewers.

"The tv viewer would prefer seeing and hearing a longer commercial message for one product in the station break period, rather than trying to assimilate several messages which are perhaps confusing and which at least tend to leave the viewer with the idea of 'over-commercialization,'" he said.

Mr. Dunville said the new rate structure could result in less revenue for Crosley but that the reduction in commercials will meet with the viewers "overwhelming" approval. Also, he declared, the advertiser will profit because of the reduced time cost for his more effective commercial.

"The 40-plus second break is a forward step for the industry," Mr. Dunville said.

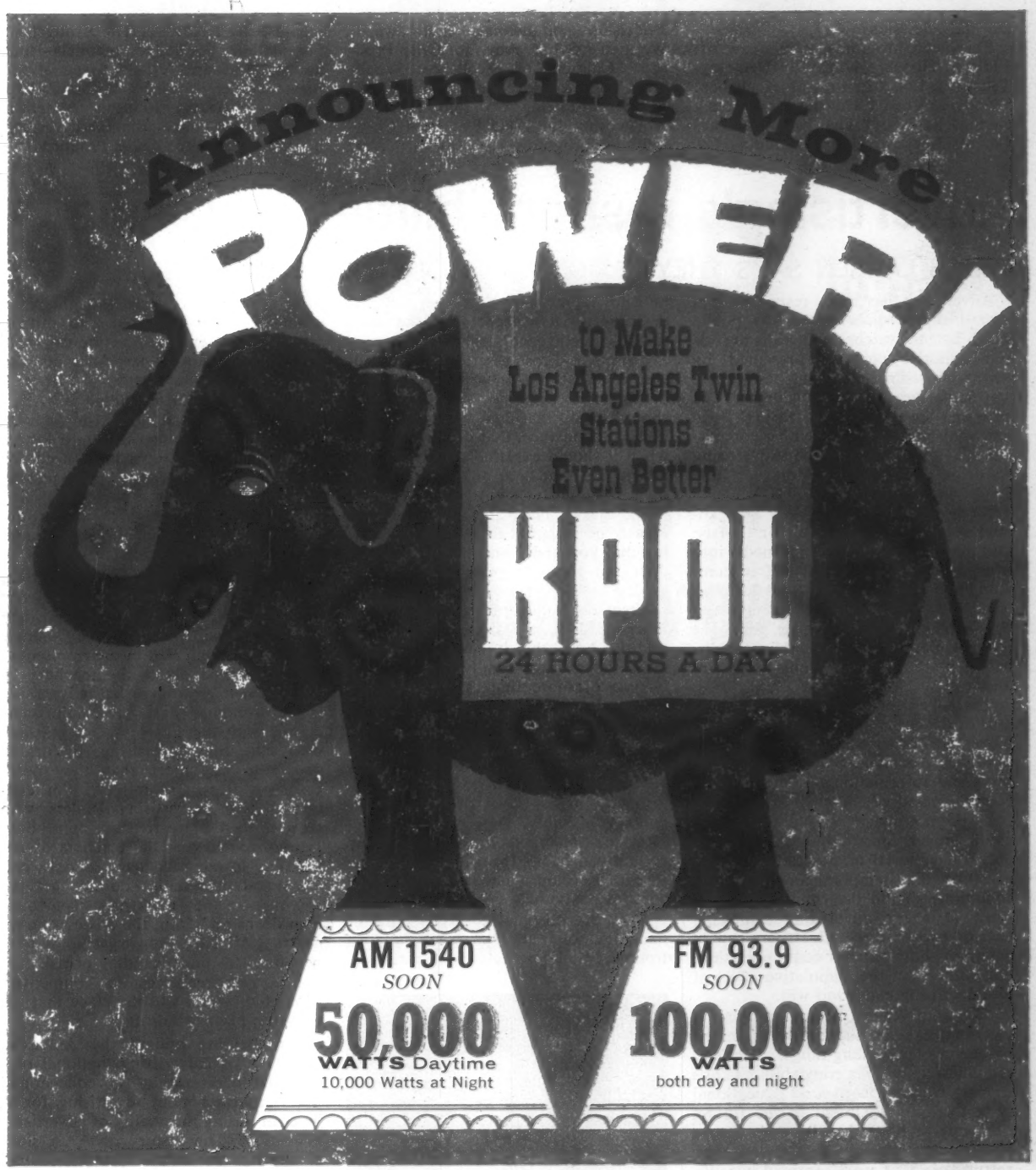
FAAG makes advertising, public relations awards

The First Advertising Agency Group presented its 1961 annual advertising and public relations awards under business and consumer advertising classifications last week in San Diego, Calif.

The FAAG award recipients for ra-

Zsa Zsa on Lestoil: 'Darlings, it's the greatest!'

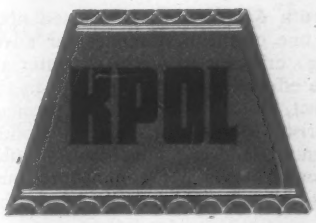
Lestoil (all-purpose liquid cleanser), which kicks off a new spot television campaign beginning today (Monday), to introduce its two latest products—Sparkle Scent Lestoil and Pine Scent Lestoil—has none other than Zsa Zsa Gabor as its spokeswoman. And while she may not be the "typical" housewife, the Hungarian-born beauty does demonstrate an interesting if not unusual sales approach (see photos above). The minute television commercial was produced by The Sackel Jackson Co., Boston. Story line deals with "hard working" Zsa Zsa, Lestoil and the concern of the servants for the tired Miss Gabor.



THE DIFFERENCE IS THE MUSIC. Great popular music, attractively arranged to appeal to adult listeners and higher income families, is played around the clock.

NEWS ON THE HOUR—Headlines on the Half Hour—and commercials only on the quarter hour, is the effective music and news format that produces maximum sales and inquiries for advertisers. For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Blvd., Los Angeles 5, Calif.

Represented Nationally by Paul H. Raymer Co.



dio and television:

Television programs — first award: Ridgway-Hirsch Adv. Co. for Dempsey-Teleger & Co. Citations of excellence: Woodard, Voss & Hevenor for Albany Savings Bank and The Keelor & Stites Co. for Buckeye Loan & Building Co.

Television commercials—first award: Wermen & Schorr Adv., for Crisp Products. Citations of excellence: Woodard, Voss & Hevenor for Fitzgerald Brothers Brewing Co. and Taylor & Norsworthy for Lone Star Boat Co.

Radio programs—first award: Wermen & Schorr Adv. for The Evangelical Foundation. Radio commercials—first award: Woodard, Voss & Hevenor for Saratoga Vichy Spring Co. Citations of excellence: Davis, Johnson, Andersen & Colombatto, for Bandini, and Wermen & Schorr Adv., for Crisp Products.

Advertising's responsibilities to media

TIME'S LARSEN SAYS THEY'RE MORE THAN JUST PAYING THE BILLS

Advertising has more responsibilities toward media and toward the public which listens, watches and reads the ads and editorial contents presented by America's radio, television, newspapers and magazines than paying its bills for time and space promptly, Roy E. Larsen, chairman of the executive committee of Time Inc., told the Advertising Assn. of the West last Monday (June 26).

Keynote speaker at AAW's 58th annual convention in Seattle, Mr. Larsen said that the growth of U. S. media into what he called "the greatest free communications system in the world," has been made possible by advertising. And he said, "It is advertising that has brought mass production and mass distribution to the communications industry."

The advertiser helps to set the standards of the communications media. Mr. Larsen said that it's advertising's responsibility to "demand that the important news and information of our times be communicated effectively."

"I do not mean to say that every media buyer must appoint himself a judge of editorial or programming policies, or that temporal or immediate conditions should determine the placement of every advertising campaign. One or two or three advertisers cannot determine how well our communications will work. But the cumulative effect of all advertising can—and will.

"The support of media through advertising, like the support of education by the public, is long-range. It affects our children and our grandchildren. The support we give to a good educational system is an investment in the future. The support that advertising gives to a good communications system is an investment in how well informed our citizens will be and how high their standards will be in the future."

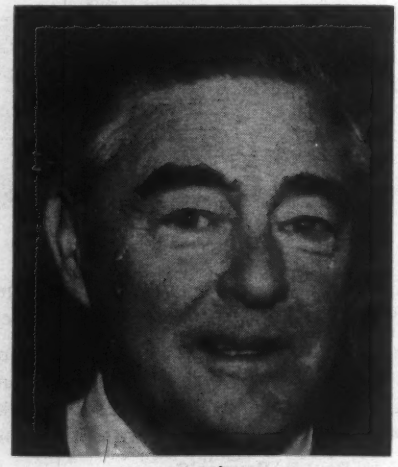
Truth & Taste ▪ Mr. Larsen noted that one of the best replies for advertising's critics is to produce "better and more effective advertisements." In that respect, Donald S. Frost, vice president of Bristol-Myers Co., said in a Monday afternoon address, advertising's public responsibility is not confined to questions of "truth and taste." Advertising, he said, is also obliged to respect and demonstrate its respect for the consumer's intelligence.

This, Mr. Frost asserted, means advertising that does not "bore, brag or berate—that does not shout when it should speak, that does not boast when it should convince, that does not exhort when it should explain." It also means advertising that "not only says what it means but means what it says," advertising that is believable and does not inflate the insignificant " . . . advertising that you and I and the family next door are going to read, heed and be guided by."

Emerson Foote, president, McCann-Erickson Inc., a Wednesday speaker, told the AAW that it is possible that by 1971 the average family will have an income of more than $10,000 a year with a gross national product of $800 billion and an annual national advertising expenditure of $25 billion.

To handle its obligations in 1971, advertising "will have to perform at a distinctly higher level of effectiveness and responsibility," Mr. Foote declared. "It must shake off almost completely certain bad habits from its adolescence. It must develop a new respect for the consumer whom it exists to serve."

Lack of consumer respect is one of many reasons advertising is now in trouble, Mr. Foote noted. "A consumer must not and cannot be thought of as someone to be badgered into buying something by endless repetition of not-too-pleasant, not-too-tasteful and not always truthful harangues."



Keynoter Larsen

Need For Understanding ▪ At a Tuesday session on advertising education Don Belding, consultant to Foote, Cone & Belding, stressed the need for an understanding of the American economic system and the part advertising plays in its operation by the adult public, by the teachers in our schools and colleges and by their students.

Mr. Belding expressed concern about students who will soon be going overseas in great numbers. "What will they say about advertising when the Communist youths laugh at it in their presence? I'm concerned about the teachers or businessmen who say that advertising is an economic waste. . . . I'm concerned with the social science teachers who state that advertising, by urging people to buy more than they need, causes distress and misery. I'm concerned with advertising leaders who have backed away from responsibility. I'm concerned that the teachers of advertising in our secondary schools, colleges and universities do not get the full support they must have from their own deans and from the advertising industry. All these concerns point to a new need for understanding of risk capitalism, our free enterprise competitive economic system and the place that advertising plays within it."

Mr. Belding praised the American Academy of Advertising, national professional organization for college and university teachers of advertising, for its work in raising the quality of advertising education. The history of AAA since its organization at the 1958 convention of the Advertising Federation of America was traced by Billy I. Ross, U. of Houston, dean of AAA for the past year. AAA now has 239 members, he reported—187 educators and 52 interested practitioners of advertising.

AAA is endeavoring to stimulate the teachers of advertising to do a better job, but professional advertising men and women can do this better than other teachers can, Mr. Ross stated. Meetings of AAA will be held concurrently with

AGAIN WMAR-TV leads all other Baltimore TV stations with more quarter-hour firsts based on both homes viewing and ratings from sign-on to midnight!* This is *VIEWMANSHIP* at its best in Baltimore!

In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

Sunpapers Television
Baltimore 3, Md.

CHANNEL 2

THE KATZ AGENCY, INC.
National Representatives

*ARB, April '61—NIELSEN, May '61 Reports

memo to:
Phil McGibbon

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND

26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

C. E. HOOPER, JAN.-MAR. '61

114

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

those of advertising organizations whenever possible, he said. "We think that we need to get off the campus and that you need to come on the campus," he told the AAW.

Brand Names ▪ "The brand images built by advertising become intangible assets of far greater value to the advertiser sometimes than his tangible assets," John P. Cunningham, board chairman, Cunningham & Walsh, told a Wednesday session.

He added that the values of these images are so great with some companies that all their plants and equipment could be destroyed overnight, but the companies could be rebuilt and business resumed because of the "respect that resides in millions of minds for their brand names."

He concluded, "If, overnight, such brand names as Jello or Revlon or Ford or Colgate or Goodyear were completely wiped out of people's minds, thousands of machines and men would stand idle.

"That is the power of creativity."

Enforce Codes ▪ FCC Commissioner Frederick W. Ford cautioned the advertising men to be ever mindful of their own codes and those of the broadcasting industry. Speaking at the Wednesday session, he urged advertisers to insist that stations they use subscribe to the industry's codes.

Adherence to them is essential to assure that advertising and broadcasting are kept free and unshackled from government intervention. "If the fear of government intervention is unreasonably over-emphasized, people will lose their initiative and their capacity for good showmanship," Commissioner Ford said. "Without the personal discipline that must accompany freedom in this respect, however, restrictive measurements will undoubtedly follow."

The over-abundance of commercials on many stations today should be a matter of concern to advertisers as well as broadcasters, the commissioner stated. He said the present significance of the 40-second station break controversy is not important but that if further increases are made, it will be a matter of concern as related to overall time devoted to commercial copy.

The commission's concern, he said, rests with the creation of a proper relationship between program material and the portion of air time devoted to commercial copy.

On the same day Commissioner Ford spoke to the western advertisers, he also addressed the Washington State Assn. of Broadcasters meeting in Seattle.

The AAW also announced the following awards in radio and television:

RADIO ADVERTISING AWARDS
REGIONAL/NATIONAL

1st Prize Advertiser: Brown & Haley Candy Co., Tacoma. Agency: Miller, Mackay, Hoeck & Hartung, Seattle. Copywriter: Roger Bye. Producer: Radio Recorders, Hollywood. Caption: "Mountain Bar Ballad"

2nd Prize (Tie) Advertiser: Hills Bros. Coffee, S. F. Agency: N. W. Ayer & Son, S. F. Copywriter: John Pullen-Robert Smock. Producer: Vic Englund. Caption: "Good Cup"

2nd Prize (Tie) Advertiser: Oklahoma Div. of Humble Oil & Refining Co. Agency: Needham, Louis & Brorby, Chicago. Copywriter: Kenneth Snyder. Producer: Ad-Staff, Inc., L. A. Caption: "Your Motor will purrr"

3rd Prize Advertiser: Japan Air Lines Co., Ltd., S. F. Agency: Botsford, Constantine & Gardner, S. F. Copywriter: Peter Day. Producer: Musical Engineering Assoc., Sausalito. Caption: DC-8 Jet Introductory spot #4

Honorable Mentions: Culligan, Inc., Northbrook, Ill. (Alex T. Franz, Inc., Chicago); First National Bank of Arizona, Phoenix. (Ptak & Richter Advertising Inc., Phoenix).

LOCAL

1st Prize Advertiser: Assumption Abbey Wine Co., Guasti, Calif. Agency: Walker Saussy, Hollywood. Copy & Production: Ad-Staff Inc., Hollywood. Caption: "Gregorian Chant"

2nd Prize Advertiser: Citizens Bank, L. A. Agency: Hixson & Jorgensen. Copywriters: Dal Williams, Chuck Stuart. Producer: Spotmakers, Hollywood. Caption: "Mattress"

3rd Prize Advertiser: Planter's Nut & Chocolate Co., S. F. Agency: Fletcher Richards, Calkins & Holden, S. F. Copywriter: Robert Pritikin. Producer: George Rappaport. Caption: "1-2-3-2 Nuts to you"

Honorable Mentions: Granny Goose Potato Chips, Oakland. (Lennen & Newell, S. F.) Great Falls Breweries, Great Falls. (Wendt Adv., Great Falls). *San Francisco Examiner* (Examiner Promotion Dept.). Sturdy Dog Food Co., Burbank, Calif. (Jon Byk Adv.).

TELEVISION AWARDS
ANIMATED—60-SEC.

1st Prize Advertiser: Bank of America, S. F. Agency: Johnson & Lewis, S. F. Orig-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 22-28 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 22	**The Untouchables** (9:30 p.m.)	ABC-TV	28.1
Fri., June 23	**Twilight Zone** (10 p.m.)	CBS-TV	21.0
Sat., June 24	**Gunsmoke** (10 p.m.)	CBS-TV	23.7
Sun., June 25	**What's My Line?** (10:30 p.m.)	CBS-TV	22.5
Mon., June 26	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	18.7
Tue., June 27	**Garry Moore** (10 p.m.)	CBS-TV	24.1
Wed., June 28	**Naked City** (10 p.m.)	ABC-TV	17.2

Copyright 1961 American Research Bureau

FARGO is America's MIGHTIEST MITE!

Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—and also has over 200 wholesale distribution firms!

WDAY-Radio serves more than 75,000 Fargo-Moorhead people *alone*—more than 25,000 farms. And the Fargo metropolitan area is No. 2 in the Nation, in Retail Sales Per Family!

WDAY-Radio really delivers the bulging "buying-power" audience in its 55-county market—54% more *adults* listen to WDAY-Radio than the next station! Ask PGW for details!

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1*
IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

inator of Idea & Copy: Alan Alch. Creator of Visual Treatment: Alan Alch. Producer: Film Fair, Hollywood. Caption: "Bank Americard"

2nd Prize Advertiser: Ralston Purina Co., St. Louis. Agency: Guild, Bascom & Bonfigli, S. F. Originator of Idea & Copy: Gil Lumbard. Creator of Visual Treatment: Alex Anderson. Producer: Film Fair, Hollywood. Caption: "Roaring 20's"

Honorable Mentions: Calo Pet Food Co., Oakland. (Foote, Cone & Belding, S. F.) Bardahl International Corp., Seattle. (Miller, Mackay, Hoeach & Hartung, Seattle).

ANIMATED—20-SEC.

1st Prize Advertiser: California Chemical Co., Ortho Div., Richmond. Agency: McCann-Erickson, S. F. Originator of Idea & Copy: John Magnuson. Producer: Imagination Inc., S. F.

2nd Prize Advertiser: Calo Pet Food Co., Oakland. Agency: Foote, Cone & Belding, S. F. Originator of Idea & Copy: Doris Craig. Creator of Visual Treatment: Quartet Films, Hollywood. Producer: John Libberton. Caption: "Tiger-Teacher, Classroom"

Honorable Mentions: Pacific Telephone, S. F. (BBDO, S. F.). MJB Co., S. F. (BBDO, S. F.).

ANIMATED—10-SEC. OR LESS

1st Prize Advertiser: Culligan, Inc., Northbrook, Ill. Agency: Alex T. Franz. Originator of Idea & Copy: Dallas M. Williams, L. A. Creator of Visual Treatment: Lee Mishkin. Producer: Dallas Williams Productions, L. A. Caption: "Hey Culligan Man"

2nd Prize Advertiser: Western Airlines, L. A. Agency: BBDO, L. A. Originator of Idea & Copy: Allen R. McGinnis—Morton J. Metzler. Creator of Visual Treatment: Bill Melendez. Producer: Playhouse Pictures, Hollywood. Caption: "Hassock"

Honorable Mentions: Scudder Food Products, Anaheim, Calif. (Campbell-Mithun, Hollywood). MJB Co., S. F. (BBDO, S. F.).

LIVE—60-SEC.

1st Prize Advertiser: Ralston Purina Co., St. Louis. Agency: Guild, Bascom & Bonfigli, S. F. Originator of Idea & Copy: Maxwell D. Arnold. Creator of Visual Treatment: Randy Grochoske. Producer: Flagg Films, Hollywood. Caption: "The Mysterious Dr. Chex"

2nd Prize Advertiser: Mattel Inc., Hawthorne, Calif. Agency: Carson/Roberts, Los Angeles. Originator of Idea & Copy: Cy Schneider. Creator of Visual Treatment: Dick Perkins. Producer: Filmways of California, Hollywood. Caption: "Shooting Shell & Holster"

Honorable Mentions: Purex Corp., Ltd., South Gate, Calif. (Foote, Cone & Belding, L. A.). Kaiser Aluminum & Chemical Corp., Oakland (Young & Rubicam, S. F.).

LIVE—20 SEC.

1st Prize Advertiser: Sunkist Growers, Products Dept., L. A. Agency: Foote, Cone & Belding, L. A. Originator of Idea & Copy: Copy Group, F.C.&B. Creator of Visual Treatment: Dick Clarke. Producer: Screen Gems, Hollywood. Caption: "Strawberry-Lemon"

2nd Prize Advertiser: Pacific Telephone, S. F. Agency: BBDO, S. F. Originator of Idea & Copy: Ralph Holmstad. Creator of Visual Treatment: Bruce Lauritzen. Producer: Jack Denove Productions, Hollywood. Caption: "Airplane"

Honorable Mentions: Olympia Brewing Co., Olympia, Wash. (Botsford, Constantine & Gardner, Seattle). MJB Co., S. F. (BBDO, S. F.).

LIVE—10 SEC. OR LESS

1st Prize Advertiser: Purex Corp. Ltd., South Gate, Calif. Agency: Foote, Cone & Belding, L. A. Originator of Idea & Copy: Douglas Easterberg. Creator of Visual Treatment: Douglas Easterberg. Producer: Cascade Pictures, Hollywood. Caption: "Two bottles"

2nd Prize Advertiser: MJB Co., S. F. Agency: BBDO, S. F. Originator of Idea & Copy: B. J. Pote—Alan Meyer. Creator of Visual Treatment: Bruce Lauritzen—Don Schwab. Producer: Cascade Pictures, Hollywood. Caption: "Pour"

LOCAL—ANY LENGTH

1st Prize Advertiser: Peter McKay Motors Ltd., New Westminster, B. C. Agency: KVOS (Canada) Ltd., Vancouver, B. C. Idea, Copy, Visual Treatment: KVOS (Canada) Ltd., Vancouver, B. C. Producer: J. V. Gettles, Vancouver. Caption: "NSU PRINTZ"

2nd Prize Advertiser: Gai's Variety Bread, Seattle. Agency: Kraft, Smith & Ehrig, Seattle. Originator of Idea & Copy: Dal Williams—Chuck Stuart. Creator of Visual Treatment: Spotmakers, Hollywood. Producer: Spotmakers, Hollywood.

Honorable Mentions: Golden Tulip Foods, San Diego. (Phillips-Ramsey, San Diego.). Signature Homes, Tucson (Harwood Adv., Tucson).

COLOR—ANY LENGTH

1st Prize Advertiser: Carnation Co., L. A. Agency: Erwin Wasey, Ruthrauff and Ryan, L. A. Creator of Visual Treatment: Bernard Gruver (Playhouse Pictures). Producer: Playhouse Pictures, Inc., Hollywood. Caption: "A Royal Secret"

2nd Prize Advertiser: Golden Grain Macaroni Co., San Leandro. Agency: McCann-Erickson, S. F. Originator of Idea & Copy: John Magnuson—Bea Sidler. Creator of Visual Treatment: Bob Mills (Imagination Inc.). Producer: Imagination Inc., S. F. Caption: "Noodle-Roni"

Business briefly...

Mars Inc., Chicago, through Needham, Louis & Brorby there, last week signed for full-hour special on ABC-TV Oct. 19, to promote Halloween candies. Program, scheduled for Thursday 8:30-9:30 p.m. EST period, will be musical version of Nathanial Hawthorne's *Feathertop* starring Jane Powell and Hugh O'Brien. Producer will be Tony Charmoli.

Hallmark Cards Inc., Kansas City, has signed for an 11th season *Hallmark Hall of Fame* series (tv specials) on NBC-TV. First dramatic production next fall: "Victoria Regina" with Julie Harris in the title role, and will be taped in color (90 minutes) in early August. Foote, Cone & Belding, Chicago and New York, is the agency.

Big buy ▪ To announce its entry into the Hawaiian market, MacMillan Petroleum Corp. has bought heavily on KORL Honolulu. The station reports that MacMillan has purchased a spot schedule that started June 7, with a series of 10-second teaser spots and will continue through the year, with the original 13-week contract calling for the use of 1,000 announcements a month on KORL. Business was placed direct.

Tropical drink ▪ Realemon-Puritan Co., Chicago, will introduce a new tropical drink product, Happyland Punch. Test radio campaign started in that market last week. Expansion to other markets will follow later. Agency: Lilienfield & Co., Chicago.

Eldon Industries Inc. (toys) will enter network tv for the first time this fall, ordering weekly quarter-hours in three Saturday morning children's programs on CBS-TV and NBC-TV. Advertiser will continue its spot tv campaign covering 50% of U. S. tv homes. Agency: Kenyon & Eckhardt.

Chevrolet Motor Div., General Motors Corp., Detroit, has made official its sponsorship next season of the hour-long *Bonanza* film series on NBC-TV. Chevrolet for several years was the advertiser of the *Dinah Shore show* on

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV has the
=1 local news program
=1 network news program
ARB, May, 1961

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

the network, but it is dropping Miss Shore for the adventure film that moves from the current Saturday, 7:30-8:30 slot to Sunday, 9-10 p.m. Agency: Campbell-Ewald, Detroit.

Chevrolet Motor Div., General Motors Corp., will sponsor 12 five-minute weekend news broadcasts on CBS Radio for the eighth consecutive year. Agency: Campbell-Ewald Co., Detroit.

Hertz Rent-A-Car, N. Y., has bought alternate-week minutes in *Dick Powell's Mystery Theatre,* beginning this fall (NBC-TV, Tues., 9-10 p.m. EDT). Agency: Norman, Craig & Kummel, N. Y.

General Mills, through Knox Reeves Adv., Minneapolis, has bought NBC-TV's *All-Star Scouting Report,* two 15-minute programs preceding all-star baseball games on Tues., July 11 at 3:30 p.m. EDT, and Mon., July 31 at 2:30 p.m. EDT .

Mars Inc. has signed to partially sponsor four ABC-TV programs next fall. The programs are *Bugs Bunny* (Tue., 7:30-8 p.m. EDT), *Cheyenne* (Mon., 7:30-8:30 p.m. EDT), *The Hathaways* (Fri., 8-8:30 p.m. EDT), and *Leave It to Beaver* (Sat., 8:30-9 p.m. EDT). Agency: Needham, Louis & Brorby, N. Y.

Procter & Gamble and **American Tobacco** have signed as sponsors of *The Joey Bishop Show,* beginning on NBC-TV Wed., Sept. 20 (8:30-9 p.m. NYT). Mr. Bishop plays a legman for a public relations firm in the weekly series produced by Belmar Productions in association with NBC. Agencies: Benton & Bowles N. Y. for P&G and SSC&B, that city, for American Tobacco.

The Seven-Up Co. has bought a 10-week schedule of CBS Radio newscasts, features and dramatic shows. Agency: J. Walter Thompson Co., Chicago.

Bristol-Myers' Mum Deodorant has bought five program units a week in CBS Radio's *Art Linkletter's House Party* as well as network news shows. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

SMOKING OUT THE SMOKERS

Pulse profiles give complete rundowns on audiences including potential and actual users of products

NBC-TV's *Wagon Train* delivered more cigarette smokers to its sponsor, R. J. Reynolds, than any other nighttime cigarette tv program on the air, according to the Pulse "Tv Audience Profiles" report covering cigarette sponsors in the 1960 autumn period.

ABC-TV's *Maverick* (R. J. Reynolds) delivered the highest concentration of male cigarette smokers in its audience, an analysis of tobacco-sponsored programs showed. The ABC-TV *Untouchables* (Liggett & Myers) and the CBS-TV *Twilight Zone* (also Liggett & Myers) were tied for concentration of female cigarette viewers.

The extensive Pulse profiles are compiled three times a year, the first having appeared last January. A February-March report has just been published and a third, compiled in the spring, will appear later in the summer. The reports provide an analysis of all U. S. network tv programs in terms of 36 separate product-use, and demographic classes such as age, sex, home ownership, family income, education and occupation.

Pulse data are based on 1,750 personal interviews in U. S. households. The figures provide basic information answering the question—what kind of viewers?

Another breakdown of the first profile report shows that CBS-TV does the best job of delivering female viewers who are cosmetic purchasers to daytime tv network sponsors.

The extensive Pulse compilations provide the answers to literally thousands of marketing questions based on network viewing, according to Pulse, including the cost-per-prospect efficiency of programs. Since the tv population amounts "to virtually all the entire population" in the opinion of Pulse, the marketing material is deemed true for the entire country.

Following are rankings of the 10 leading nighttime network tv programs having cigarette sponsors by number of male viewers (over 18), shown by total cigarette-smoking viewers delivered and by concentration (number of cigarette-smoking viewers per 100 persons viewing the programs):

	Viewers (000)	#/100
Wagon Train	12,250,	54
Gunsmoke	11,326,	55
Rawhide	10,402,	57
Untouchables	10,111,	60
77 Sunset	9,240,	53
Perry Mason	8,976,	52
Maverick	8,580,	70
Cheyenne	7,841,	60
Route 66	7,313,	55
Hawaiian Eye	6,785,	55
MEDIAN for all nighttime network programs	3,986,	51

Rankings of the 10 leading nighttime network tv programs having cigarette sponsors by number of female viewers (over 18), shown by total cigarette-smoking viewers delivered and by concentration (number of cigarette-smoking viewers per 100 persons viewing the programs):

	Viewers (000)	#/100
Wagon Train	7,445,	33
Untouchables	7,154,	43
Gunsmoke	6,890,	34
77 Sunset	6,838,	39
Perry Mason	6,098,	36
Rawhide	5,544,	31
Garry Moore	5,016,	35
Twilight Zone	4,930,	43
Cheyenne	4,805,	37
Maverick	4,752,	39
MEDIAN for all nighttime network programs	2,827,	35

Ranking of daytime tv networks showing number of cosmetic-buying female viewers delivered by each network and concentration of these viewers per 100 persons delivered:

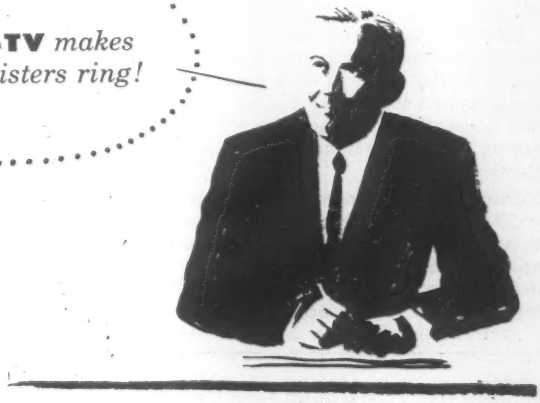
	Lipstick # per (000)	100	Eye shadow # per (000)	100	Nail enamel # per (000)	100
MEDIAN						
All networks	554	27	79	4	370	18
CBS programs	739	28	111	4	480	17
ABC programs	222	20	37	2	222	18
NBC programs	628	27	111	4	407	19

	Hair spray # per (000)	100	Color rinse # per (000)	100	Home Permanent Preparation # per (000)	100
MEDIAN						
All networks	480	21	222	12	222	9
CBS programs	517	19	333	12	259	10
ABC programs	158	18	74	9	79	8
NBC programs	480	21	321	12	259	9

Total Homes: all networks—2,218,000; CBS—2,772,000; ABC—1,186,000; NBC—2,218,000.

Why is approximately 80% of the local TV money in the Des Moines market invested on **KRNT-TV?**

KRNT-TV *makes cash registers ring!*



The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION

DES MOINES, IOWA

An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

Better programming still a year away

THAT'S CONSENSUS AMONG MORE OPTIMISTIC OF FCC'S WITNESSES

Wait till '62-'63. With that hopeful slogan the current phase of the FCC hearing on tv practices came to an end in New York Thursday.

It had lasted for eight days over a two-week period during which time 35 witnesses delivered a million words of testimony, enough to fill approximately 2,000 pages of transcript. For the most part, the creative people of tv who testified—writers, producers, directors and performers — denounced the medium that made their opinion worth subpoenaing. But in the midst of all the funeral tones a few up-beat notes were heard.

Veteran performer Garry Moore predicted that "quality material" would be back on the air by the 1962-63 season. News and public affairs producers Fred W. Friendly, Irving Gitlin and John Secondari followed one another to the stand to testify that creative freedom was supreme in their areas and that the future augured well for the same sort of "unrestricted" programming in other creative areas.

Terrific, Says Como ▪ NBC personality Perry Como declared that "tv has done a terrific job," and Pulitzer Prize winning writer Tad Mosel expressed belief that "tv has its cycles just like other mediums." He prophesied the imminent demise of violence and rebirth of fine drama.

Producer Albert McCleery saw a reversal of the action-adventure and western trend by the '62-'63 season; and former NBC executive Sylvester L. (Pat) Weaver predicted improved tv service in the very near future.

Almost all the witnesses were agreed that come-what-may there is a great public appetite for fine programs and enough available talent around to create it.

The evidence wasn't overwhelming, conclusive, nor convincing but a hint of things to come.

It's too late for next season, network schedules are locked-in, they said, adding that programming-in-balance and "over-emphasis on violence" will still be with us with the big change coming a season later.

At the close of the hearings, FCC Chief Counsel Ashbrook P. Bryant (see story below) expressed the hope that no "retaliatory action" would be taken by television people against those witnesses who specifically named names in criticizing various aspects of tv practices (CLOSED CIRCUIT, June 26). At a future date—probably by late fall or early winter—the commission study group will hold its next phase of the hearing. Details have not yet been determined.

A running account of the final sessions (June 26-29) follows:

Can Reject Sponsors ▪ Garry Moore, CBS-TV performer and first witness to testify June 26, said his contract with the network permits him to reject certain types of advertisers which would detract from the program's "image." He cited deodorants specifically and said that, on certain occasions, he has turned down network requests to place this category of sponsor on his programs (*The Garry Moore Show* and *I've Got A Secret*).

Under questioning, he conceded that he had had "some differences" with the network on the number and spacing of commercials on the variety show, because, in its early years, seven commercials were carried on the program. He added that only five commercials are carried now, but acknowledged it was because the show "now has a track record."

Quality Ahead ▪ Mr. Moore said there has been "a sameness" to tv programming in recent years and pointed to a preponderance of westerns and action-adventure series on the air, and added: "I sense a genuine concern on the part of network management to produce more live drama. It won't happen right away—it'll be as dreary as ever next season. But within the limits of talent available, I believe you will see more 'quality' material on the air by 1962-63."

George Schaefer, president, Compass Productions, New York, told the hearing there was a "considerable" audience for "serious" tv drama, and estimated that *Hallmark Hall Of Fame*, which his company produces, reached an audience ranging from 10-million to 30-million viewers, depending on the production shown. Mr. Schaefer said there was "a huge void" on tv because of an absence of "good drama and good music" in the medium, and attributed this condition to "a lack of courageous sponsors."

Taboos Cited ▪ Audrey Gellen, a producer for Talent Assoc.-Paramount Ltd., said it was difficult to obtain top writers for serious tv dramas because of sponsor taboos. Miss Gellen claimed many sponsors are "afraid" to underwrite plays with political and racial themes and stated that du Pont expressed considerable apprehension of Talent Assoc.'s productions of both *The Member of the Wedding* and *The Lincoln Murder Case.*

FCC: no vendettas, please

In a threat as hollow as the center of a dum-dum bullet, FCC Counsel Ashbrook Bryant closed the program hearing in New York by warning broadcasters that the commission would look askance at any that retaliated economically against the dissident industry witnesses that had appeared.

He expressed the FCC's "appreciation" to those who testified and held forth the agency's protection of the witnesses. "I am authorized by the commission to state that it is also confident that the testimony given here will not be made the basis for any actions which would adversely affect the professional careers or future activities of these witnesses. It is perhaps unnecessary to add that retaliatory action against witnesses in a hearing such as this would hardly comport with the responsibilities assumed by the commission licensees."

By what adjudicatory process the FCC would determine a witness had been "retaliated against" if no one would buy the services of a producer, director or writer, Mr. Bryant did not vouchsafe.

A counsel counsels

One of the central characters in *Member,* she said, was a Negro governess and Du Pont "objected to her holding children in her arms too close to her bosom." The other production dealt with a theory held that well-known political figures knew Abraham Lincoln was to be murdered and did not try to prevent it. Miss Gellen testified that Du Pont objected because "you can't knock patriotic figures." It was not brought out if either of the tv dramas was revised.

News Left Alone ▪ Fred W. Friendly, executive producer, *CBS Reports,* told the hearing that advertisers have never interfered with the editorial portions of that program and said his sole responsibility is to CBS News and CBS Inc. He believed this sponsor non-interference is traditional in news-type programs because "journalists on responsible publications, through the years, have fought to keep editorial and advertising contents separate and distinct." In reply to a question, Mr. Friendly said he would like "to see more freedom on drama programs."

Just the Advertisement ▪ The producer also told the hearing that in his range of experience "CBS has done nothing remotely resembling censorship." He recalled that a potential advertiser, who he would not further identify, once wanted some words deleted from the *Year of the Polaris* program. Mr. Friendly refused the request, the advertiser was lost and the network did not interfere. On his shows, Mr. Friendly said, "the advertiser has only the privilege of inserting his advertisement."

The next witness, Irving Gitlin, executive producer of creative projects, NBC News and Public Affairs, echoed Mr. Friendly's testimony. He said that in making of documentaries for NBC "no external influences" have ever been exerted. Next season, he predicted, the largest number of public affairs programs in the history of broadcasting would be produced. A venture supported by a lot of advertising interest. He said the only question is "can we produce many shows of high quality? The public's appetite is so high" for this type of programming, "that we will be hard put to satisfy it."

Dave Garroway admits his doubt of the value of program ratings.

Public Affairs Boom ▪ John Secondari, executive producer of special projects, ABC-TV, and the third public affairs executive in succession to testify, said there was "a tremendous upsurge" in public affairs programming, noting that his network "had immensely increased its budget to almost three times what it is this year," and has 21 public affairs programs scheduled for next season. He also said that while the network (unlike CBS and NBC) allows an outside company like Time Inc. to produce documentaries, the network "always retains full and complete documentary control." Mr. Secondari added, however, that Time Inc. will not be associated with the network next season.

Fred Coe, an independent television producer, on Tuesday took issue with virtually all of the writers and directors who had worked under his supervision on *Philco-Goodyear Playhouse* by insisting that advertiser interference was at "a minimal." In earlier testimony, writers and directors had claimed that Mr. Coe had had to "battle" continuously with advertisers on *Playhouse* over subjects to be treated, but Mr. Coe asserted:

"Of course, we did have discussions about what we could do. But basically the atmosphere was friendly."

Mr. Coe testified there is a "large minority" audience for tv drama, and offered the view that the decline of such programs is traceable largely to the rating system. The action-adventure and westerns have garnered large ratings, he said, and blamed cancellations of *Playhouse* and another of his programs, *Mr. Peepers,* on the "rating system."

Need 'Strong' Producer ▪ Albert McCleery, a CBS-TV producer, testified that "you don't run into trouble with sponsors when you have one strong man to whom responsibility is dele-

Producer Herbert Brodkin sees "continual" problem of interference.

Como most casual of FCC hearing witnesses

Perry Como testified to a standing-room only audience that was mostly made up of teenage girls and Federal Court House employees.

Attired in a bright yellow basque shirt and checkered sports coat he was the most casually dressed of all the witnesses at the hearings. During most of his testimony he chewed gum and made little physical and verbal asides to the audience.

At one point when FCC assistant counsel James Tierney remarked that, "I don't want to put words in your mouth," Mr. Como quickly replied, "I wish you would."

Before taking the stand Mr. Como was overhead telling Mr. Tierney, "I'm a dope about these things, please don't make me look like more of one than I am." Throughout his interrogation he pleaded ignorance. After

he left the stand Mr. Como was mobbed by his squealing fans.

gated." He indicated the producer of the show should be the individual with the final word, but said that today decisions seem to be made by "a committee" of the networks and agencies. Mr. McCleery said he had encountered difficulty with sponsors only rarely, but pointed out he had operated under the principle of preparing productions that would preserve "high standards and a sense of responsibility."

Mr. McCleery echoed the sentiments of other witnesses who had pointed to an "imbalance" of programs on the networks—a preponderance of westerns and action-adventure shows and a scarcity of serious drama programs. But he expressed the view the 1962-63 season would show a reversal of the trend because networks and advertisers are becoming "sensitive" to the criticism levelled by the government and other opinion-making organizations. He offered one suggestion:

"I think the credits at the end of each show should list the names of the account executive at the agency, the advertising manager of the sponsor and the programming executive at the network who selected the show. I think you would have better shows on tv if these people responsible for programming were named. I think their pride would be hurt if their name were associated with a mediocre show."

Fight Among Networks ▪ Irving Mansfield, president of Impa Productions, a tv packaging company, attributed the "imbalance" in programming to "a fight that is going on among the three networks to become bigger," and added: "Each one is striving to become bigger than the other and the result is this 'imbalance.' "

Mr. Mansfield agreed with other witnesses that the ratings are virtually "all-important." But he said he felt a show did not necessarily have to be among the top ten to be successful, indicating that the show may have other values to a sponsor than wide circulation.

Ratings Best Yet ▪ H. William Fitelson, general counsel to the Theatre Guild and managing director of its radio and tv departments, said while ratings may not be the best method of measuring numbers of viewers, "no one has as yet devised a better method." He added that they are "just as fair and unfair to one program as the other," and at best they might measure quantity but not quality of an audience.

Mr. Fitelson feels that there is great public interest in tv and thus "programming should be designed for the entire public not just the largest segment of it."

In this connection he suggested: full disclosure be made of the names of all people who, directly or indirectly, own stock in tv stations and networks; a national, government-controlled, nonprofit and non-commercial network be created; and that legislation be passed to restrain networks from "producing or owning interests in production." (News, special events and public-affairs programs excepted.)

In explaining his network "restraining" proposal, Mr. Fitelson said, "The networks control the marketplace and they control production as well."

Garroway Sees Dilemma ▪ Performer Dave Garroway, a long-time host of NBC-TV's *Today*, said he believes broadcasters are faced with a dilemma: on the one hand, they must program in the public interest and they also must operate as a free enterprise entrepreneur (for profit). He expressed the view that a program such as *Today* can meet this challenge but he doubted the program's formula could be widespread. In reply to a question, Mr. Garroway said he was "dubious" about the value of ratings.

Ralph Nelson, a Hollywood tv producer-writer-director, recounted several episodes to indicate networks and advertisers are interested mainly in action-adventure rather than quality drama shows. He stated he had completed a series pilot called "Mr. Doc." for CBS Films, and was told agencies rejected the program because it had "no sex and violence." Mr. Nelson, who is now associated with Four Star Productions, told of another setback. Last winter he was advised by Four Star executives that a *Dick Powell Show* would be produced for the fall for NBC-TV as "a great, dramatic program," and he was told to round up "the best available writers, producers and directors" for this series. Several weeks later he said he learned there was a change in plans. NBC-TV, he was advised had insisted that the *Dick Powell Show* be a dramatic series with action-adventure stories patterned along such motion pictures as *The Maltese Falcon* and *The Treasures of Sierra Madre*." Mr. Nelson indicated he was "disappointed" and said he could not induce top writers

Minow appears on one of tv's fertile gardens

Much in demand as a guest star, FCC Chairman Newton N. Minow (l) appeared Wednesday on his third network show in two months on NBC-TV's *Today*. He exempted the program from his "wasteland" category and praised it as being generally informative and worthwhile.

The chairman was interviewed in Washington by NBC White House correspondent Ray Scherer (r) and from New York by NBC Newsman Edwin Newman. Asked if he approved of the congressional bills designed to replace the rejected presidential plan, Mr. Minow replied, "Oh, yes. They go a long way towards unshackling us from dreary and dismal red tape and I'm very satisfied with them."

Mr. Minow said President Kennedy had liked the chairman's State of the Airwaves message to the NAB convention and pointed out that the President reappointed him to a full seven-year term on the commission the day after the reorganization plan failed. Mr. Scherer characterized this as a "vote of confidence" from the White House.

Chairman Minow said he hoped the program improvements he has recommended will become evident on the networks the season after next and that local stations will incorporate some of them before then.

"In the studio or on the road, our picture quality is consistently tops—we're ready to shoot anything with RCA TV Tape Equipment. We've used our mobile Recorders under all conditions—yet we get studio-quality pictures every time. Clients rave about the lifelike quality of our tapes!"

"Even at 60 mph we get studio-quality pictures—with RCA TV TAPE!"

—says Henry Alexander, President
VIDEO TAPE UNLIMITED
New York City

The mammoth 40-foot mobile unit pictured here can make studio-quality tapes while traveling at 60 miles per hour. Designed and equipped by RCA for Video Tape Unlimited, it includes four cameras, two TV tape recorders, switching and special effects, and control equipment. Specially-designed platforms at front and rear of the bus carry two cameramen. Cameras also may be set up on the roof so that shooting is possible from any vantage point. Completely self-contained—this mobile unit has everything a well-equipped TV unit should have—including power generator.

Why is RCA equipment the big choice among producers and broadcasters who demand the very best? There are several reasons:

RCA TV Systems are matched—electrically and mechanically. RCA makes it practicable to get everything from a single, reliable source. RCA equipment uses easy-to-find tube types, standard parts. RCA equipment is designed, built, and operated in accordance with proved broadcast procedure. And RCA equipment is backed up by top engineering counsel and service everywhere.

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and directors to contribute to this series.

Richard M. Saul, acting chief of the Complaints and Compliance division, FCC, testified FCC Chairman Minow's recent talk criticizing tv as "a vast wasteland" drew "the largest volume of mail from a single speech made by a commission chairman." He said that as of June 23, 4,278 pieces of mail had been received. Of this total, 98 percent expressed agreement with chairman Minow's views, according to Mr. Saul.

"They Make Cheese" ▪ Perry Como star of NBC-TV's *Perry Como Kraft Music Hall* and president of his own tv packaging firm, Roncom Productions Inc., testified that NBC doesn't have any proprietary or equity interests in his program. He said he never had any differences with anyone, "as far as what we can do on the tv show." About his sponsor the entertainer said, "They make the cheese and we put on the tv show." Mr. Como, who was accompanied by his lawyer, declined to comment on diversity and balance on tv on the basis he doesn't have the time to see enough prime time shows.

Mr. Como, in a brief statement, also said he was "sickened" by the way tv has been "picked on and re-picked on" by other witnesses who testified in the two-week hearings. He asserted "tv has done a terriffic job," and suggested that so-called intellectuals that don't like it can just flip the little dial and it's all over."

Interference ▪ Mr. Como was followed to the stand by Herbert Brodkin, a producer of 21 *Playhouse 90* plays and now head of his own production company. He said producers of fine tv plays face a "continual" problem of interference because network programming and agency people, among others, "all seem to think they know more about what makes a good play."

The producer recalled that when producing the *Alcoa-Goodyear Playhouse*, he would save the "tough plays" for the weeks Alcoa sponsored the program and would schedule the superficial dramas for the Goodyear weeks. "Alcoa was most cooperative, most intelligent, most enlightened sponsor," Mr. Brodkin declared. "Goodyear was just the opposite." He went on to say that the more realistic the play, the harder it was to get it approved and "the more we fought, the more we accomplished."

He singled out Hubbell Robinson, Tom McAvity and Charles Underhill, who formerly were in charge of programming for CBS, NBC, and ABC, respectively, as knowledgeable men who taught creative people to "give a little, roll a little and come back strong."

Montgomery Comment ▪ Robert Montgomery, veteran performer and producer of the former *Robert Montgomery Presents* program (NBC-TV), was highly critical of today's programming, insisting it consists largely of "blood- thunder- and sudden-death" stories. In this connection, he voiced the view there is a "causal relationship" between crime and violence on television and the acts and attitudes of teenagers.

Mr. Montgomery said that since networks control the contents of prime time on television, they also dictate what is placed there. In essence, he said, networks control both prime time and the contents of these segments. He suggested there may be two solutions—a broad experiment of pay tv and government inquiry leading perhaps to prohibiting networks from control of production, with the exception of news and public affairs programs.

Doubts Advertiser Control ▪ Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson Corp. (International) and former NBC chairman, echoed other witnesses' views on the decline of quality programs but differed with many when he asserted: "advertiser control is not a factor" in television. Advertisers, he said, did control radio programming, and, at the outset, attempted to gain control of tv programming but were resisted by the networks.

Without being explicit, Mr. Weaver indicated networks abandoned their earlier goals of providing a broad base of entertainment and information and succumbed to the "Hollywood B picture" trend. He insisted that viewers "want to be sold on the better not the worse" and claimed that "they will respond to adult appeals, although not all the time." As examples, he cited the large number of dramatic, music, opera, ballet, special events and other varied programs carried on NBC-TV during the seven years (1949-56) of his stewardship.

Mr. Weaver said he was optimistic about the future, and expressed the belief that improved television service will emerge as a result of "the public outcry of the last few years; because of the increasing knowledge and bitterness of many artists who have not been given a place to work in television, because of the interest of the FCC and Chairman Minow's declaration that the public that owns the air can be considered in the future as an interested party."

FCC: survey local program needs

THAT'S ORDER IN DENYING ELIZABETH FM

An applicant for a new fm station in Elizabeth, N. J., was denied a construction permit by the FCC last week on the ground no survey had been made to determine local needs and that programming proposals were "prepared by individuals totally without knowledge of the area they seek to serve."

In ruling the "public deserves something better," the commission denied the application of Suburban Broadcasters whose principals, Patrick Henry, David Larsen, Stewart B. Kett and James B. Glenn Jr., also have applied for new fm stations in Alameda, Calif., and Berwyn, Ill. Identical programming proposals were used in all three applications, the commission said. The Illinois application was dismissed. Mr. Henry owns KJAC (fm) Alameda.

A commission hearing examiner had favored a grant to Suburban and stated in his initial decision that Elizabeth programming needs may be served in the same manner that such needs are served by fm stations generally. The FCC decision took a completely opposite view.

Satisfy Community Needs ▪ The commission stated that it has generally presumed that an applicant would satisfy the programming needs of the community he seeks to serve and that he would have knowledge of such needs. Such an assumption cannot be used, however, when it is demonstrated that the applicant has taken no steps to familiarize himself with the community needs, the FCC continued.

While recognizing a need for the first Elizabeth service which Suburban proposed, the commission said that a local outlet for community self expression must also be provided and that Suburban has made no inquiry into the characteristics or particular needs of Elizabeth.

"The evidence admits of no other conclusion than that Suburban's program proposals were not designed to serve the needs of Elizabeth," the commission stated. "The applicant has made no showing as to Elizabeth programming needs and a determination of whether Suburban's program proposals would be expected to meet such needs is rendered impossible. In essence, we are asked to grant an application prepared by individuals totally without knowledge of the area they seek to serve. We feel the public deserves something more in the way of preparation for the responsibilities sought by applicant than was demonstrated."

The decision was issued on a 4-2 vote with Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.

The important tally was beginning... the state legislature was about to dip into the public's pocketbook. Interest was at fever pitch. As the legislators went into overtime session, WFAA took its listeners direct to the State Capitol for an on-the-spot count with Southwest Central's full time Austin correspondent, Clyde Butter.

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The Original Station Representative

OPTION TIME REMANDED

FCC gets its wish as court sends case back for reconsideration, while present rule remains

Network option time, the networks' time honored method of assuring station clearances, was officially back before the FCC last week when the U. S. Court of Appeals in Washington remanded, at the request of the commission.

Next step will be up to the FCC, which already has announced that it will reconsider its 1960 order reducing the allowable option time in the four daily time periods from 3 to 2½ hours (BROADCASTING, May 8). Earlier, the commission had asked the court to remand the case so it could reconsider (BROADCASTING, April 24).

Last week's court action was taken by Circuit Judges Warren E. Burger, E. Barrett Prettyman and David L. Bazelon. The court, in making the remand, retained jurisdiction.

The original commission order was appealed by independent KTTV (TV) Los Angeles on the grounds option time is a violation of the antitrust laws—a view shared by the Dept. of Justice. In reducing by one-half hour the allowable time an affiliate could pre-empt to its network in any given time segment, the FCC ruled that option time is "reasonably necessary" for network operations and that such operations are in the public interest.

In asking for the remand, the commission first said that its 1960 order, which went into effect last Jan. 1, would be vacated. The networks objected to this, however, and in its May notice of further rulemaking, the commission announced that the new rule would remain in effect pending reconsideration.

Comments Are Coming ▪ Following the court remand, the FCC now is in a position to set a deadline date for comments on these two issues:

▪ Whether time optioning is in the public interest.

▪ If option time is found contrary to the public interest, how should a rule be written to prohibit the practice?

Respondents were ordered not to discuss the question of whether option time is in violation of the antitrust laws. The commission, however, was pressed by the House Antitrust Subcommittee to make a ruling on this question when FCC Chairman Newton N. Minow testified before that body three weeks ago (BROADCASTING, June 19). Chairman Minow promised that the FCC would consider this question and Justice Antitrust Chief Lee Loevinger said his department would take further steps if the commission does not declare the practice illegal.

Also due to play a major role in option-time reconsideration by the commission is the program incentive plan of CBS and non-standard reimbursement contracts of all three networks. Government officials have openly expressed the view that such plans are designed to skirt option-time limitations and the commission already has started an investigation (BROADCASTING, May 29).

The commission has announced firm plans to expedite its reconsideration of option time and warned that filing dates, which have been awaiting the court remand, will be followed strictly. This date now is expected in the immediate future. Also, the commission stated in its May order, no reply comments will be accepted and that oral argument will be held after the comments are in.

RKO seeks more time on pay-tv experiment

Pay tv in Hartford is not just around the corner. It will be at least a year before the first coin will be dropped into a decoder.

This was made apparent in a petition for an extension of time to the FCC by RKO Phonevision Co., the only company authorized to date to conduct an over-the-air pay tv experiment (BROADCASTING, Feb. 27). The company asked that its authorization be extended to start July 1, 1962 instead of the current deadline, Aug. 23, 1961. Phonevision said it has gone forward with plans for feecasting over ch. 18 WHCT (TV) Hartford "with all possible speed" despite pending court action by theatre and other interests to prevent the test (BROADCASTING, March 27).

Zenith Radio Co., which is cooperating with RKO General in the proposed three-year experiment, will have completed the coding transmitting equipment by the end of 1961, the petition stated. "However, because of the lead time required for tools that must be obtained from outside suppliers, Zenith will not be able to start delivery of the decoders before May 1, 1962," the company reported.

Other Problems ▪ Programming problems present another roadblock, Phonevision admitted. It said it was anxious to be able to present prospective subscribers a firm and specific schedule of a reasonable number of committed programs covering the initial period of the trial.

Teco Inc., the programming arm of the Phonevision organization, has advised RKO that it is "in the process of concluding an exhaustive and comprehensive survey of program availabilities . . ," the company reported. Preliminary negotiations with U. S. and European motion picture producers have been conducted; surveys have been made of Broadway and off-Broadway stage productions and a study of educational-pay-tv possibilities are being explored—not only in the Hartford area but in colleges throughout New England and the Middle Atlantic states, RKO said. Operas, symphonies and specialty artists are also being considered.

The company told the FCC that in view of the progress it has made and the problems with which it is forced to deal that it feels it has established "good cause" for the requested time extension.

Procedures in ch. 5 case questioned by WHDH-TV

Ch. 5 WHDH-TV Boston last week asked the FCC to clarify and modify its May order setting out steps to be followed in further consideration of the *ex parte* tv case (BROADCASTING, May 29).

WHDH-TV, which received the ch. 5 grant in 1957 over three other applicants, maintained that there are serious procedural defects in the commission's plan as well as a fundamental question of fairness. In its May order, the FCC directed WHDH-TV, Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc., the three remaining ch. 5 applicants (DuMont had dropped out) to submit briefs "pursuant to the commission's decision of July 14, 1960 . . ." which vacated the WHDH-TV grant. These briefs are due July 24 with oral argument to be held later.

The Boston station said that under the court remand of the case, the FCC must consider its original 1957 grant as well as facts disclosed during the remand hearing. There is no basis for restricting further FCC action to accepting the 1960 decision without question and disregarding the 1957 grant, WHDH-TV maintained. The two decisions are equally binding on the commission, the station said.

Rule would limit owners of vhf-tv translators

Rulemaking which would deny vhf-tv translator licenses to broadcasters seeking merely to extend their coverage areas beyond their established bounds was proposed by the FCC last week.

The proposal, on which Commissioner John S. Cross dissented, would provide in substance that vhf translator licenses will be granted only to stations wishing to fill in "white" areas; areas which are for some reason islands of no

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reception within the boundaries of the stations' service contours. The commission's reason for the proposal is its belief that vhf translators are becoming "another weapon in the competition between tv licensees rather than an instrument to be utilized by people living in areas receiving little, if any, tv service." Unrestrained translator licensing could also result in programming duplication, the commission said.

The commission emphasized that the proposal would not, however, place any further restrictions on the operation of uhf translators. Comments are due Sept. 15.

USIA BUDGET

Senators pleased by Wheeler's testimony about tv service

Like any commercial television producer, Romney Wheeler, director of the U.S. Information Agency's television service, has found it's easier to ask the sponsor for a bigger budget if his shows are getting demonstrable results.

Mr. Wheeler testified last week before a Senate Appropriations subcommittee, headed by Sen. John L. McClellan (D-Ark.), asking for restoration of $518,400 cut from his budget by the House. The agency is asking $2,258,500 for television activities for the 1962 fiscal year.

Mr. Wheeler reported that some USIA programs, broadcast across the Iron Curtain, had drawn howls of rage from communist leaders.

He said USIA "drew blood" from the communists with a film on Commander Alan B. Shepard's space flight, which was broadcast from West Berlin ad received on sets in East Germany. Mr. Wheeler said an East German commentator got on the air a week later and called the film "ditry propaganda."

He also told the senators of *Castro, Cuba, and Communism*, a "hard-hitting" film on the perversion of the Cuban revolution, which was acquired from WPIX-TV New York, and of an agency-produced film dealing with disenchanted refugees of that revolution. Both films received wide distribution in Latin America, where, Mr. Wheeler said, local stations accept virtually everything the tv service makes available.

To the subcommittee members who had been questioning USIA officials for almost a week in hopes of turning up examples of how the agency had "shown up" the communists, Mr. Wheeler's testimony was particularly refreshing. Sen. John Stennis (D-Miss.) turned to USIA Director Edward R. Murrow and asked if he didn't think the tv service was asking for too little in the way of funds.

Mr. Murrow agreed that the television budget would provide "a puny effort"—about enough to finance a half-hour western series on network tv for one season. But he noted that the service was established only two years ago, and was due for "rapid expansion."

The senators were advised the budget would be revised upwards. The $2.4 million supplemental budget request the agency will seek (BROADCASTING, June 26) contains $531,000 for stepped-up television activities in Latin America and Southeast Asia.

FCC-FAA members discuss tall towers

Two representatives of the FCC General Counsel's Office met last week with members of the Airspace Utilization Div. of the Federal Aviation Agency to discuss a new FAA rule which in effect gives the aviation agency the final word on height and placement of broadcast towers (BROADCASTING, June 19).

An FAA spokesman said the discussions were "in-house—intra-government" in nature. Daniel Ohlbaum, assistant general counsel and John O'Malley, the FCC representatives at the talk, were equally loathe to disclose the essence of the discussions. Jurisdiction over tall towers has been a bone of contention between broadcast and aeronautical interests for several years. In the past the FCC has vigorously defended its prerogatives, citing provisions of the Communications Act as reserving final say-so on towers to the FCC.

Court doesn't consider MCA's plea against FCC

The Court of Appeals in Washington last week refused to consider an appeal by MCA Inc. and its vice president, Taft B. Schreiber, against an FCC subpoena requiring submission of records and oral testimony on the company's tv programming.

A three-man court consisting of Circuit Judges David L. Bazelon, Warren E. Burger and E. Barrett Prettyman ruled that it did not have jurisdiction and dismissed the appeal. At two separate appearances in Los Angeles hearings, Mr. Schreiber had refused to submit the records and answer questions of FCC counsel (BROADCASTING, March 13).

The next step in the legal battle is up to the commission and/or the Justice Dept. It was speculated that court action will be instituted in Los Angeles against MCA and Mr. Schreiber under Sec. 409 (g) and (m) of the Communications Act. The latter would constitute a criminal action which calls for a fine of from $100 to $5,000 and a prison term of not more than one year. Sec. 409 (g) action would be a move to force the witnes to appear and answer questions.

Mr. Schreiber was prepared to testify last March on a confidential basis but the commission refused to accept this condition. The dispute arose in the FCC's 2½-year-old program inquiry which was in session in New York last week (see story, page 40).

FCC to reverse examiner in Moline ch. 8 case

The FCC on June 28 issued staff instructions which look toward granting the application of Moline Television Corp. for a new to station to operate on ch. 8 in Moline, Ill.

The step, which does not yet constitute a grant, would reverse an April 28 initial decision by Hearing Examiner Charles J. Frederick, which favored Community Telecasting Corp., one of four other applicants competing for the same facilities. The other three are Illiway Television Inc., Midland Broadcasting Co. and Tele-View News Inc. Oral argument of the case took place on June 2.

Principals of Moline Corp. include Francis J. Coyle (12.5%), Victor B. Day, David Parson, ex-WGN head Frank P. Schreiber (each 10%), Richard Stengel (9%), Charles C. Agnew, L. S. Helfrich and Samuel M. Gilman (each 5%), with the remaining interests being divided among 15 others.

JFK pushes satellite research

SPACE COUNCIL TO MAKE COMMUNICATIONS STUDY

A top-level study of ways to develop a communications satellite system as early as possible was ordered June 24 by President Kennedy. The study will be conducted by the Federal Space Council, headed by Vice President Johnson.

This will be the first major inquiry by the White House into the problems involved in setting up this revolutionary use of satellites as space relay stations.

Heretofore policy problems have been studied mainly by National Aeronautics & Space Administration, from a technical viewpoint, and the FCC, from the standpoint of ownership and operation. FCC has been represented as leaning toward ownership and operation of a space relay system by a group of international communications firms.

The President's letter ordering the inquiry did not make any recommendation looking toward private operation and ownership. President Eisenhower on the other hand had recommended a private system.

The Cost of Freedom — One of a Series

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Their Christ . . . **LENIN**

Their Gospels . . . **COMMUNIST MANIFESTOES**

The godlessness of communism is chillingly plain. So what's the point? Simply that they compete with us in selling morality of government to the world. The danger is that we may not understand their concept of morality . . . and thus expect *them* to apply *our* concept of morality to their actions.

Here is the "morality" that faces us.

"We, of course, say that we do not believe in God . . . We say that our morality is entirely subordinated to the interests of the class struggle." ★ ★ ★

★ ★ ★ "When people talk to us about morality we say: For the Communist, morality consists entirely of compact united discipline and conscious mass struggle against the exploiters. We do not believe in eternal morality, and we expose all the fables about morality . . . "

—Selected Works, V. I. Lenin, Vol. IX, pages 475 and 478. Published by Cooperative Publishing Society, Moscow, 1935.

Only through knowing the hard-core of communism, factually documented, will we be able to understand it, and take steps not just to contain it, but to offer something better to the world: Freedom.

We believe this "sales campaign" should begin at home. It's not enough to know what we are against. We must know *why*.

This series of advertisements coincides with prime time announcements on WKY Radio and Television — telling more facts about communism.

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FCC reorganization moves along on Hill

SENATE SUBCOMMITTEE, HOUSE COMMITTEE APPROVE SIMILAR BILLS

Congressional action to revamp the FCC along lines recommended by the agency hit full stride last week.

The Senate Communications Subcommittee on Wednesday held a brief hearing on the reorganization measure that was drafted in cooperation with the FCC (BROADCASTING, June 12); then promptly sent it on to the parent Commerce Committee. The measure (S-2034), introduced by subcommittee chairman John O. Pastore (D-R.I.), is expected to be reported to the floor this week.

The House Commerce Committee, meanwhile, approved a virtually identical bill (HR-7856), Wednesday, only two days after it was introduced by the committee chairman, Rep. Oren Harris (D-Ark.) (AT DEADLINE, June 26).

With this kind of drive evidenced by the congressional committees directly concerned with regulatory-agency matters, observers at the FCC and on Capitol Hill predict enactment of reorganization legislation within a month.

Rep. Harris junked his earlier FCC-reorganization proposal (HR-7333) after representatives of the FCC, NAB and other interested groups told him at a hearing last month (Broadcasting, June 19) they preferred the Pastore bill.

Both Senate and House measures, which would allow the commission to delegate any of their tasks and to exercise discretion in granting review and permitting oral arguments, are designed to give the commission some of the flexibility intended for it by the ill-fated Presidential reorganization plan.

Two-Step Appeal ▪ Essentially, they would set up a two-step procedure for appeals. Parties would have the right to file exceptions to initial decisions and to have those exceptions considered by some review authority. If still unhappy, litigants could apply for review by the full commission. The commission, however, need not grant review, as it now does. And if it did, it would not have to hear oral arguments.

Both bills omit the most controversial feature of the President's plan—that permitting the chairman to assign personnel, including commissioners, to delegated tasks. That function would remain with the commission.

But, as FCC Chairman Newton N. Minow observed in his testimony before the Pastore subcommittee Wednesday, the commission could, under both bills, delegate the assignment responsibility to the chairman.

The commission has already given the chairman this job in many non-adjudicatory matters, he said, "and undoubtedly would delegate further authority to assign staff personnel to hear adjudicatory cases" if the Pastore bill were enacted.

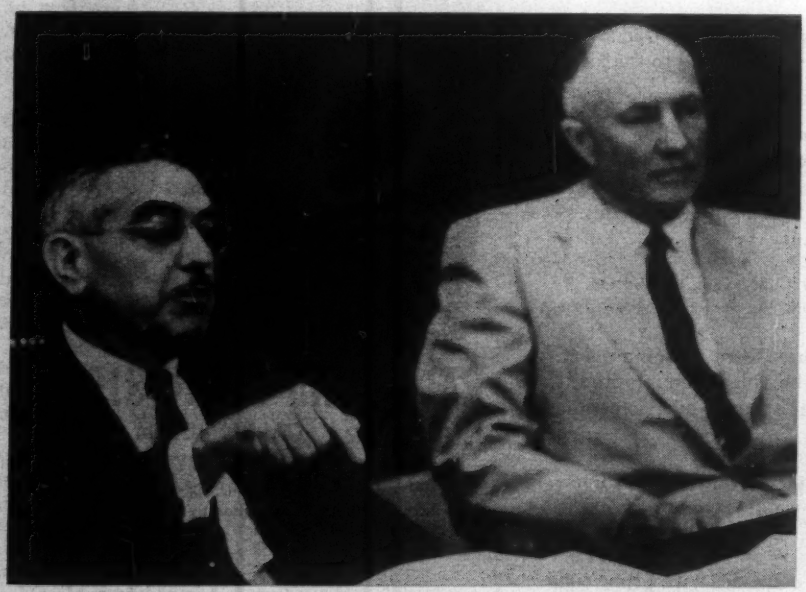
With most of his colleagues sitting around him during his testimony, Mr. Minow expressed the commission's endorsement of the Pastore bill's "objectives"—and most of its provisions. Giving what he said were the "consensus" views of his six fellow commissioners, Mr. Minow said the bill would permit the agency to expedite its work and "cut down on the administrative lag."

He also gave assurances that the commission would "not delegate the development of policy or major legal doctrines to an employe board or even a panel of commissioners." The commission, he noted, has not delegated decision-making responsibility in important non-adjudicatory matters, which it has long had the power to do.

Likes Limitation on Appeals ▪ Going beyond his prepared statement in answer to a question, Mr. Minow gave his personal endorsement to the one feature of the Harris bill that has no counterpart in the Pastore measure—the provision permitting the commission to rule out in advance the possibility of review for certain classes of minor cases. The right of appeal in these cases would be limited to filing exceptions to initial decisions.

"Certain cases are just not important enough to concern the full commission," Mr. Minow said. There was little likelihood, however, that Sen. Pastore would incorporate this limitation on the right of review in his bill.

Sen. Pastore's determination to push his bill along the legislative path was



Sen. John O. Pastore (D-R. I.), subcommittee chairman, drives home a point as Sen. Strom Thurmond (D-S.C.) observes the proceedings.

Robert M. Booth Jr., FCBA president, strikes a prayerful pose.

The FCC fielded practically a full team for the Senate Communications Subcommittee hearing on Wednesday. Clockwise from the front they are Commissioners Robert E. Lee, T.A.M. Craven, Robert T. Bartley (partly hidden), Rosel H. Hyde, John S. Cross, Chairman Newton N. Minow, Associate General Counsel Henry Geller and General Counsel Max Paglin. Absent was Commissioner Frederick W. Ford who was out of town.

evident in his questioning of Robert Booth Jr., president of the Federal Communications Bar Assn. Mr. Booth said the association favored "the objectives and many of the provisions" of the bill, but then began ticking off a series of recommended changes.

Sen. Pastore finally broke in to remark, "You say you like the objectives, but so far you don't agree with one line of the bill."

He turned aside, among others, FCBA suggestions that the right of oral argument be retained and that the present prohibition against the commission consulting its key employes on adjudicatory matters be kept. Both the Pastore and Harris bills would permit the commission to seek the views of employes not involved in the case under discussion.

Pastore Buys One. ▪ The senator did, however, accept an FCBA suggestion that some assurance be given that personnel conducting reviews of initial decisions have qualifications equal, if not superior, to the examiners who pass on the original pleadings. This recommendation, it was learned, will be contained in the committee report accompanying the bill.

The only other witness Wednesday was Leonard H. Marks, one-time assistant general counsel of the FCC and former president of the FCBA. As he has at previous hearings on FCC reorganization matters, he recommended that an administrator be appointed to handle all routine cases. He said such an official could save half the commission's time.

Mr. Marks agreed with Sen. Pastore's view that the commission has the authority under present law to appoint such an administrator. But, he said "experience shows" that the commission is reluctant to take action of that nature "unless directed to."

CBS, in a letter to the subcommittee, went along with most of the proposals in the bill, but recommended that three commissioners, or "a majority less one," be permitted to call up a case for review. Under the Pastore and Harris bills, a majority of the commissioners would be required.

Industry group meets FCC on 'plugola' rules

A special committee representing the networks and NAB met with FCC staffers last week in an effort to clarify ambiguities in the commission's rulemaking requiring disclosures of financial interests held by broadcasters or employes in products promoted over the air (BROADCASTING, June 10).

Current deadline for comments is July 10 but, as a result of last week's conference, this date will be extended. The meeting was described as exploratory with the industry men seeking a fuller explanation of just what is wanted by the commission. As presently drafted, the rules and cited examples cover many more situations than the commission actually intended, according to industry views.

The commission asked that suggested revisions be submitted, which the broadcasting representatives agreed to provide by July 14. Meeting with FCC Broadcast Bureau Chief Kenneth Cox and others were Douglas Anello, NAB chief counsel, Leon Brooks of CBS, Howard Monderer of NBC and ABC's Mort Weinbach, Dave Stevens and Al Schneider.

AT&T won't appeal WSAZ-TV rate case

AT&T has announced it will not appeal the initial decision of FCC Hearing Examiner Herbert Sharfman finding the company liable to reimburse charges of $14,541 asked by WSAZ-TV Huntington, W. Va. for alleged overcharges on summer programs feeds (BROADCASTING, May 22).

AT&T's acting general attorney George E. Ashley said in a letter to the FCC that instead of appealing the WSAZ-TV case, the company will revise its tariff schedule to eliminate any possible question as to how much will be charged for any specific service.

Mr. Ashley said "Our decision not to appeal has been made reluctantly, because we believe very strongly that the initial decision is erroneous. It is contrary to long-established methods of administering the company's applicable tariffs."

A spokesman for the FCC Common Carrier Bureau, under whose jurisdiction the case falls, said that as few as three or four broadcast stations would be affected by this decision.

The charges were made by AT&T on network pickups from Columbus, Ohio, to Huntington in 1958 and 1959.

Salt Lake stations lose catv test case

JUDGE RULES COMMUNITY ANTENNA SYSTEMS MAY PICK UP TV SIGNALS

A television station cannot legally prevent operators of community antennas from picking up their programs unless they are protected by copyright or an exclusive license.

This was the position taken by a San Francisco federal district court judge in a precedent-setting ruling handed down June 27.

The ruling came in a suit which was originally filed by three Salt Lake City television stations — KTVT, KSL-TV and KUTV—to enjoin two Idaho firms from intercepting and distributing their programs without their consent.

Not Unfair ▪ In denying a move by the stations for summary judgment, Federal Judge William T. Sweigert held that Cable Vision, Inc., which operates a commercial community antenna service in Twin Falls, Idaho, and Microwave, Inc., a microwave relay service, were not engaging in unfair competition.

The stations had asked for immediate issuance of an injunction on grounds the interception of programs for sale to subscribers would constitute a misappropriation of the fruits of their financial investment, skill and labor.

At present Cable Vision maintains two high-gain antennas for picking up the signals of three Idaho television stations. However, it and Microwave have announced plans for installing additional facilities to receive broadcasts from the three Salt Lake City stations, some 200 air miles away.

Cable Vision serves its Twin Falls subscribers by means of a coaxial cable. Subscribers are charged aout $100 to have their television sets hooked up with the cable, and they pay an additional monthly rate of $4 to $5 for the antenna service.

KLIX-TV Buys Service ▪ By arrangement with the Salt Lake City stations, station KLIX-TV of Twin Falls pays from $3.85 to $5 an hour for permission to rebroadcast their signals.

On the evidence presented so far, Judge Sweigert said, there was no clear showing that Cable Vision and Microwave were improperly enriching themselves by picking up programs beamed from Salt Lake City.

"The stations," he said in a 34-page opinion, "are in the business of selling their broadcasting time and facilities to sponsors to whom they look for profits.

"They do not and cannot charge the public for their broadcasts which are beamed directly, indiscriminately and without charge through the air to any and all reception sets of the public as may be equipped to receive them."

The two Idaho defendants, on the other hand, have nothing to do with sponsors, program content or arrangement of programs, the judge continued. The firms, he added, are only in the business of selling antenna service to a part of the public which the stations' programs were intended to reach but which cannot receive them under ordinary circumstances.

Must Show Exclusivity ▪ Judge Sweigert went on to say that when the case eventually goes to trial—no date has been set—the stations may back up their injunction demand by showing that their programs are protected by a copyright or an exclusive license arrangement.

He observed that the stations had conceded that the question of whether they have a common law copyright to programs which they themselves create is a subsidiary issue in the case.

The issue, however, was not sufficiently documented by the stations to justify a determination of the point by summary judgment, he said.

A full examination of the issue would require detailed identification and description of those particular programs involved in the stations' claim of common law copyright, the opinion elaborated. It said the necessary documentation would have to deal with the manner in which the programs were created, produced and arranged as well as all contracts pertaining to the programs and the stations' rights to them.

The judge commented that the problem presented by the case "is one of first impression and of great importance in the field of television."

Serve 700 Communities ▪ He noted that community antenna systems now serve some 700 communities in more than 40 states and have a viewing public of about 2,000,000 subscribers. He placed the investment cost at more than $100,000,000.

In pressing for summary judgment, the stations placed their main stress on the question of whether their broadcasts, regardless of program content or copyright, could be picked up without their consent.

They rested their case largely on a U.S. Supreme Court ruling of 1918 holding that International News Service was guilty of unfair competition when it picked up and distributed news originally gathered by Associated Press.

Judge Sweigert concluded, however, that the law of the supreme court decision could not be applied to the pending suit because the two cases have significant differences.

Differences ▪ "In the first place, Associated Press and International News Service were identical businesses engaged in the keenest competition to supply news to their respective members for sale to the public," the judge explained.

In the pending case, he said, the stations and the companies operating the antenna system are not engaged in the same kind of business. "They operate in different ways for different purposes."

The judge said further that, as distinguished from two press services competing for the same newspaper readers, operation of the Idaho antenna system does not interfere with the profits the Utah stations derive from sponsors.

"On the contrary, the practice may enhance plaintiffs' possibilities of profit in that field by extending the reception of plaintiffs' programs," he said.

In his view, the judge said, the only interference involved in the present

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case is interference by the Idaho companies with the tv stations' asserted right to charge for any rebroadcast or other relaying of one. He said the function of selling rebroadcast rights "is not only subordinate to, but inconsistent with" the primary purpose of a television station.

Rejects Argument ▪ Judge Sweigert went on to reject the stations' argument that the Twin Falls tv station will not continue to pay for rebroadcasting their programs if operators of the community antenna system are permitted to pick up the same programs.

He said the argument "begs the very question" of whether the Salt Lake City stations, apart from copyright or exclusive license laws, have a property right sufficient to support a requirement of consent by either KLIX-TV of Twin Falls or the defendants before they rebroadcast.

"We conclude, therefore, that the consent and payment arrangement which these plaintiffs have with KLIX Twin Falls, is not a solid base upon which to rest, in whole or in part, their claim of unfair competition," the opinion stated.

Turning to another aspect of the case, Judge Sweigert noted that the Salt Lake City stations conceded that owners of tv sets in the Twin Falls area either individually or in groups could put up their own antenna and receive the Utah broadcasts without infringing any of the stations' rights.

"The fact that owners, unable or unwilling to undertake the difficulties and expense of such construction, prefer to use the similar antenna service provided by defendants does not change the essential situation," he commented.

Principal Same ▪ "Defendants' antenna service facility is simply a more expensive and elaborate application of the antenna principle needed for all television reception. It does not otherwise differ from what the owners could do for themselves."

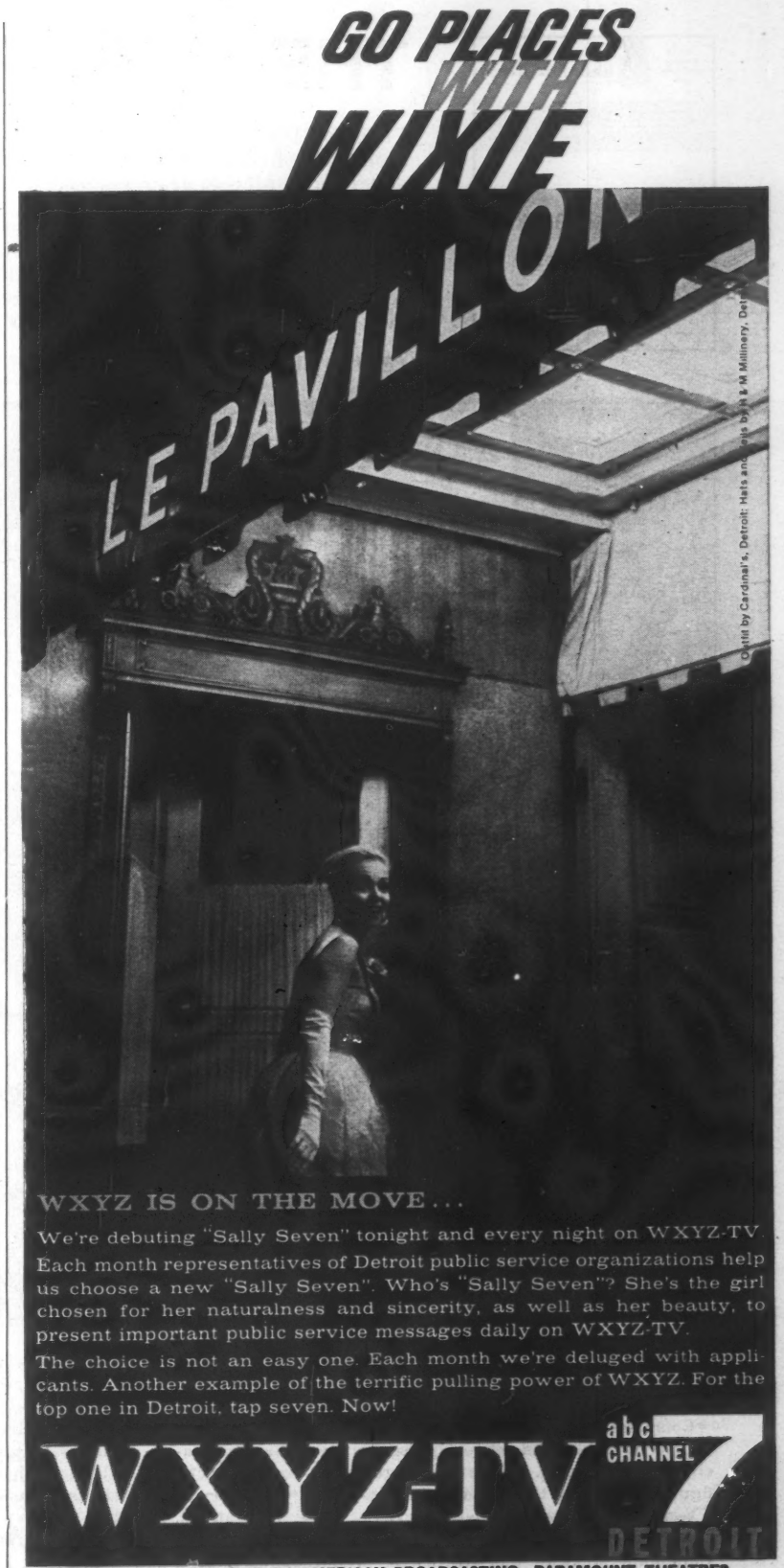
By agreement between the two sides in the case, argument on the motion for a summary judgment were heard last December in San Francisco. The ruling was filed in the federal district court for Idaho at Boise, where the case was initiated.

Each of the Salt Lake City stations brought a separate suit against the defendants in the case, but the three suits have been consolidated for court action.

Idaho Microwave received authorization from the Federal Communications Commission in December, 1959, to construct the additional facilities needed to pick up the Salt Lake City broadcasts.

The FCC later stayed the authorization pending further hearing.

W. L. Reiker is the owner of both Idaho Microwave and Cable Vision.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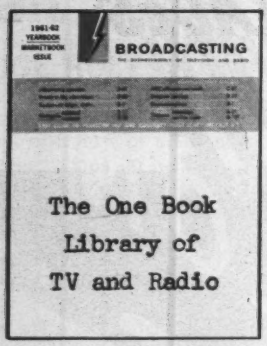

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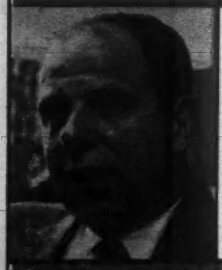

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BROADCASTING YEARBOOK

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New York—Chicago—Hollywood

Philco-NBC hassle thrown back to FCC

COURT CALLS FOR HEARING IN LICENSE-RENEWAL CASE

Philco Corp. last week won a major battle in its four-year fight with NBC-RCA when the U. S. Court of Appeals in Washington ordered the FCC to hold an evidentiary hearing on the 1957 renewal of license for NBC's WRCV-TV Philadelphia.

A unanimous three-judge decision, written by Circuit Judge Henry W. Edgerton, found that the commission erred in several areas and quoted the language of the agency itself to cite reasons why Philco should have been given a hearing. The license period in question expired last summer and Philco has filed a competing application with NBC's current application for renewal of WRCV-TV on ch. 3.

The required hearing on last week's remand can be consolidated with other hearings already scheduled concerning the WRCV-TV license, the court stated. This includes the Philco-WRCV-TV comparative hearing as a part of NBC plans to transfer the Philadelphia station to RKO General Inc. (BROADCASTING, May 1).

Philco originally protested the WRCV-TV 1957 renewal without a hearing but was dismissed as a party without standing by the commission. Philco appealed to the court which remanded the case to the commission, saying the protestant did have standing, but without passing on the sufficiency of the protest. The commission subsequently held oral argument and in July 1960 again dismissed Philco's protest on its merits as being legally insufficient to warrant the requested hearing.

Immediately following the court's reversal of the commission last Thursday (June 29), there was speculation that an appeal would be made by either NBC-RCA or the FCC to the Supreme Court.

In its protest which won a reversal of the commission, Philco charged that NBC lacked character qualifications; monopolistic trends of RCA; preferential publicity for RCA on NBC stations, among others.

"We think the commission should have held the hearing," the court stated. "We think it was error to divorce the alleged background [of NBC-RCA] from Philco's allegations of current monopolistic and other improper conduct." The court said the commission is not foreclosed from further action because it already had considered the pleading involved and that charges of new misconduct against RCA-NBC gave new significance to the protest.

Another Error ▪ The commission erred again, the court said, in failing to consider Philco's charges that NBC gave preferential publicity to RCA. This and other errors were compounded by the FCC's belief that the earlier court remand concerned only Philco's standing to protest, the reversal stated.

Further, Judge Edgerton said, unfair or harmful competion by NBC-RCA against Philco might be found to show that NBC lacks character qualifications and preferential publicity also is linked to the character of NBC.

Pointing out that the FCC ruled Philco charges were insufficient because Philco "failed to adopt as its own and offer to prove," the court ruled that the Communications Act does not "require formal offers of proof." Conversely, the court said, "we think the protest alleges present misconduct with the particularly the statute requires."

A protestant need not plead his evidence, the appeals court continued, and cited several previous opinions setting precedents.

Circuit Judges Charles Fahy and George T. Washington joined in the opinion.

SEC reverses stop order on Hazel Bishop stock

The Securities & Exchange Commission relented last week and lifted the stop order it had imposed on an issue of 1,274,823 shares of common stock of Hazel Bishop Inc., New York (BROADCASTING, June 26).

The cosmetics manufacturer and distributor submitted amendments to its prospectus offering the shares by 112 of its stockholders. The addenda disclosed fully those deficiencies in the company that had been objected to by the SEC in its June stop order.

Among statements offered in the amendment, HB conceded that its advertising expenditures have declined steadily since 1957. The company said in its current fiscal year it intends to spend about $1.5 million on advertising. This amount is substantially below that spent in any of its last five fiscal years, HB said.

In the amendments are certain restrictions imposed on the sellers (among which are company officers). The shares will be offered through brokers at prices current in the market at the time of sale. This may affect the market price of the stock for an indeterminate time, the company admits.

Hill okays JFK's FTC reorganization

President Kennedy finally had his way with Congress last week in his efforts to reorganize the regulatory agencies. The Senate on Thursday voted approval of his Federal Trade Commission plan.

Since the measure was previously approved by the House, it will go into effect on July 8.

The FTC will now be able to delegate any of its functions to commission panels, individual employes or employe boards, and Chairman Paul Rand Dixon will be able to assign commission personnel to delegated tasks.

Senate approval of the measure had been in doubt right up to the 47-31 vote. Two previous reorganization measures had been killed—one for the FCC in the House, one for the Securities & Exchange Comission in the Senate. The Senate Government Operations Committee had recommended a similar fate for the FTC plan.

The Senate followed up its action on the FTC by voting approval of the President's proposal to reorganize the Civil Aeronautics Board, thus giving him a reorganization-plan batting average of .500.

FCC sets WINS license renewal for hearing

$10 MILLION SALE TO STORER WILL NOT BE AN ISSUE

In a brief, 30-word announcement, the FCC stated last week that it has instructed its staff to prepare an order designating for hearing the renewal application of WINS New York.

Not mentioned in the order is the fact than an application also is pending for the sale of WINS by J. Elroy McCaw to Storer Broadcasting Co. for $10 million (CLOSED CIRCUIT, June 26). The proposed transfer—while very much in evidence—will not be an issue in the hearing.

While the hearing issues have not been set, WINS was the subject of a lengthy and controversial investigation early last fall by the FCC, principally on payola matters. The conduct of the commission's investigator was questioned and he was subsequently vindicated in an FCC meeting. Also playing a role in the investigation were certain documents of the House Legislative Oversight Subcommittee.

A former WINS disc jockey, has admitted accepting payola and currently is under indictment in New York for alleged commercial bribery. A second WINS operation under an FCC cloud is the station's past programming.

In addition to WINS, Mr. McCaw owns KTVR (TV) Denver, KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

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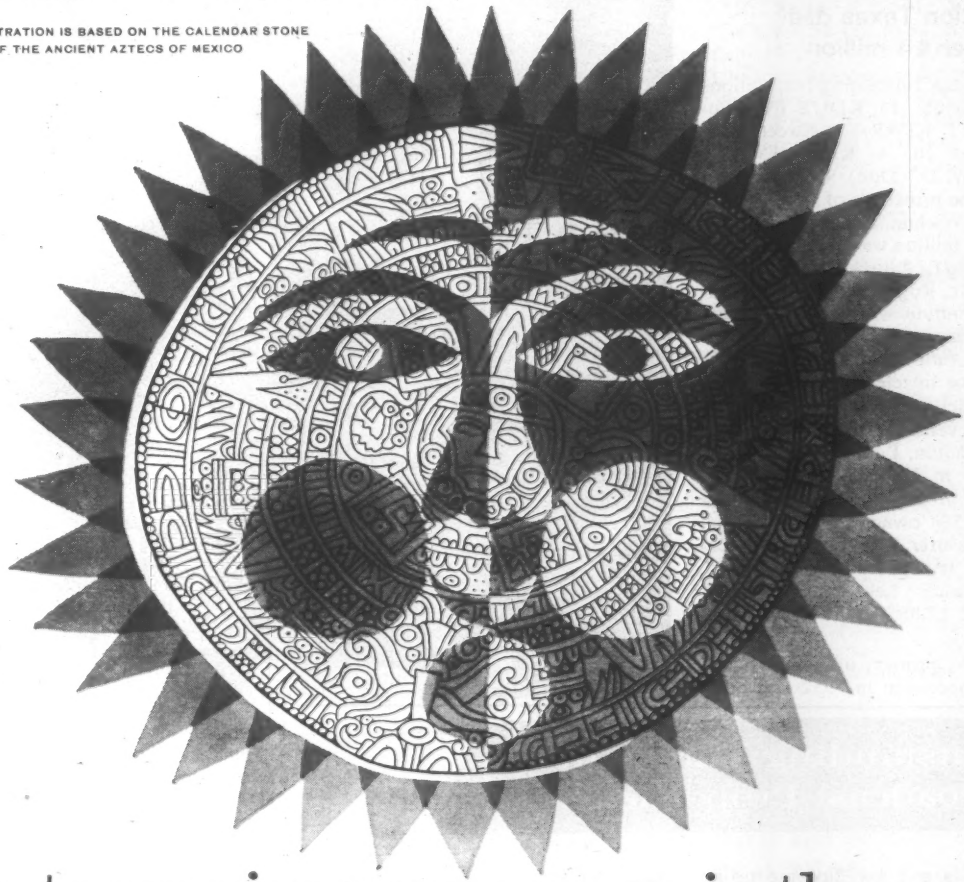

How to survive your season in the sun...

TO HELP YOU have a wonderful time during your season in the sun, the following do's and don't's are worth remembering.

Do get your suntan gradually. Never expose more than a few minutes at first. Increase sunning five minutes daily thereafter. Use a protective cream or lotion. Should you get a severe burn with blisters, have your physician treat it.

Do take it easy. If you suddenly plunge into strenuous activities, you'll risk muscular aches and pains and perhaps a strain on your heart. Pace yourself. Stop when you begin to feel pleasantly tired.

Do be a careful camper. If you plan a camping trip at some faraway place, take along adequate first-aid supplies—plus a few household remedies.

When building a fire outdoors, keep it small, watch it constantly and have pails of water or sand nearby. Never leave a fire until it is out completely.

Don't take chances in the water. Always follow a most important rule of water safety . . . never swim alone. And when toddlers are around water, watch them constantly. Even if you think you're an expert swimmer, be extra careful in strange waters.

Stay out of water during thunder storms. Learn rescue breathing. This simple technique—when applied promptly and properly—can save many lives.

Don't be a risky boater. Know and obey all the marine "rules of the road." Provide life jackets for every passenger at all times. If possible, stay with any small craft that upsets, and signal for help.

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KDUB-TV, ET AL, SOLD

Multi-station Texas deal brings over $4 million

Sale of Texas Telecasting Inc. stations (KDUB and ch. 13 KDUB-TV Lubbock, ch. 12 KPAR-TV Sweetwater-Abilene and ch. 4 KEDY-TV Big Spring) by W. D. (Dub) Rogers and associates to the principals of KSYD Television Co., Wichita Falls, Tex. for in excess of $4 million was announced Friday (June 30), subject to usual FCC approval. Mr. Rogers, under the agreement, will continue with the new owners as general manager for an extended period. His future plans envisage continued service in television.

The transaction has been under negotiation for several months and was handled by Hamilton, Landis & Assoc.

Principals in KSYD-TV are Sydney A. Grayson, president and general manager and a 15% owner and Nat Levine, secretary-treasurer, 22.37%. Other stockholders are Irving and Murray Gold, 11.18½% each; Lee Pension Fund, 22.37% and 17.89% KSYD-TV treasury stock.

KDUB-TV, primary affiliate of CBS-TV, began operation in 1952 and operates with full power. KDUB, which began in 1955, is on 1340 kc with 250 w full time. KPAR-TV began operation in 1956 with 145 kw visual and 72 kw aural and is also affiliated with CBS-TV. KEDY-TV began operation in 1956 with 12.9 kw visual and 6.88 kw aural and is affiliated with CBS-TV. KEDY-TV is operated under lease with option to purchase 50%. Texas Telecasting also owns 50% of KVER-AM-TV Clovis, New Mexico.

Mr. Rogers owns approximately 40% of Texas Telecasting and Vernice Ford approximately 30%. Other owners are W. W. Conley, 5.04%, W. H. Shipley, 4.75% and 14 others own no more than 2.8%.

Mr. Rogers is immediate past chairman of the NAB Television Board and is president of Television Pioneers and

Sealing the $4 million sale of Texas Telecasting Inc. to KSYD Television Co. are the respective presidents, W. D. (Dub) Rogers (seated left) and Sidney Grayson (seated right). Watching with various degrees of approval are (l to r): DeWitt (Judge) Landis, Hamilton-Landis & Assoc., brokerage firm which handled the sale; Nat Levine, secretary-treasurer of KSYD-TV, and James A. Phillips, assistant secretary-treasurer and general counsel of the KDUB stations.

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This is a 1 kw daytime property near a large metropolitan market. Has excellent potential and needs an energetic owner-operator. $29,000 down and liberal terms.	CALIFORNIA $100,000
A daytime property in a single station market. Locale is near a large metropolitan area. Station is operating in the black and ideal for owner-operator. $20,000 down and a 6 year payout.	SOUTH $80,000
Small market daytimer with an excellent signal. Station has good assets and is currently breaking even under absentee ownership. $25,000 down and reasonable terms.	EAST $90,000

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former chairman and one of the founders of TvB and chairman of Tv Stations Inc., film-buying company. In making the announcement, Mr. Rogers said that "broadcasting is the business I know and I am going to stay in it."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WNTA-TV Newark-New York: Sold by National Television Assoc. to Educational Television for the Metropolitan Area for $6.2 million. Howard Shepard, former board chairman of the First National City Bank, New York, heads the educational group. WNTA-TV is ch. 13. Howard E. Stark was broker (see story page 62).

▪ KDUB-AM-TV Lubbock; KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring, all Texas: Sold by W. D. (Dub) Rogers to principals of KSYD Television Co., Wichita Falls, Tex. (Sidney A. Grayson, president and general manager), for amount in excess of $4 million. Hamilton, Landis & Assoc. was broker (see separate story, page 58).

▪ KQBY San Francisco: Sold by Sherwood R. Gordon to Atlass Broadcasting Inc. for $750,000. Principals of Atlass Broadcasting are Frank Atlass and his sister Patricia. Mr. Atlass was formerly with WIND Chicago and is head of Atlass Productions, Beverly Hills, Calif. KQBY operates on 1550 kc with 10 kw. Broker was Edwin Tornberg & Co.

▪ WAIR - AM - FM Winston - Salem, N. C.: Sold by Forsythe Broadcasting Co. to Jon and Nancy Holiday and Joseph Mullen for $246,775. Mr. Mullen is president of WHYE Roanoke, Va. Mr. Holiday is vice president and general manager of that station. WAIR operates on 1340 kc with 250 watts. WAIR-FM is on 93.1 mc with 34 kw. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 81).

▪ KJAX Santa Rosa, Calif.: Sold by Lew L. Gamble and Joseph Gamble Stations Inc. to KJAX Inc. for $225,000. John K. Withers, president of KJAX Inc. has interest in KBST Big Spring, Tex.

▪ WBRY Waterbury, Conn.: Sold by WBRY Broadcasting Corp. to Crystal-Tone Broadcasting Co. Inc. for $200,000 and agreement not to compete in radio within 50-mile radius of Waterbury for five years. Gustave Nathan is president of the buying company.

▪ WNOS-AM-FM High Point, N. C.: Sold by Charles E. Doss and J. W. McClain to William D. Benton, Archie Laney, Frank Funderbunk and Robert I. Smith (who also own WMAP Monroe, N. C.) for $122,500 less certain liabilities.

▪ WCBB (TV) Augusta, Me.: Educational tv construction permit for ch. 10 sold by Bates College to Colby-Bates-Bowdoin Educational Telecasting Corp. for $128,740. In sale application Bates stated other two colleges wished to participate in station operation and that Bates felt this would strengthen the station and its operation, "financially and in other respects."

▪ KTRC Santa Fe, N. M.: Sold by Radio De Santa Fe Inc. to Santa Fe Broadcasting Inc. for $100,000, including $10,000 for agreement not to compete for five years in radio within 50 miles of Santa Fe. Carl S. Godwin is president of purchasing company. Chairman Minow did not participate.

Sarnoff answers the sharpshooters

'POST' ARTICLE GIVES FACTS AND FIGURES ON TV SHOWS

Television's critics were met head-on by Robert W. Sarnoff, NBC board chairman, in the lead article of the July 1 *Saturday Evening Post*. Mr. Sarnoff produced an analysis of NBC-TV programming that showed news-public affairs-education, or "cerebral programming," far ahead of other types.

The article, as told to Stanley Frank of the *Post* staff, was written before FCC Chairman Newton N. Minow made his "vast wasteland" speech to the NAB convention May 9, according to a subsidiary article summarizing the Minow views.

Mr. Sarnoff took the principal arguments offered by television's detractors and matched them against performance, the "insatiable drain on creativity" and the need to give a mass audience what it wants. His views appear under the heading, "What Do You Want From Tv?" He said in effect that what the public wants it will get, equated against the problem of mass appeal vs. specialized programming.

His pet peeve, Mr. Sarnoff said, "is the exaggerated emphasis put on the Top Ten rated shows by the trade press, advertising agencies and sponsors, a practice that spawns a rash of bad imitations patterned on a few formats and themes which happen to be popu-

FAMOUS LAST WORDS:

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lar at the moment."

All surveys show that average viewing time is increasing slightly, he said, "an indication that the customers are satisfied with the general run of programs today." The great majority unquestionably wants diversion — westerns, mysteries and adventure yarns, he added, noting that viewers must recognize the need to exercise selectivity when flipping the dial "because tv cannot cater to eggheads and western fans in equal measure."

Mr. Sarnoff spoke in a caustic way about those who want culture from tv and then don't bother to hunt for such programs in program listings or to tune-in when they find them.

He gave this breakdown of NBC-TV programs for February, 1961, which he called a routine month without an unusual run of big news or public-affairs specials—news-public affairs-education 23.9%; games, quizzes 17.9%; variety shows 14.9% drama 12.7%; westerns 6%; situation comedy 5.4%; audience participation 5.4%; sports 5.4%; action adventure 5.1%; children's 2.8%; opera 0.5%.

He'd like to see more controversial questions debated, more experimental drama, more classical music, fewer action shows "that are carbon copies of a handful of protypes." As to balance, he felt tv is guilty on only one serious count—excessive violence, especially in action show watched by children.

Palmer Enterprises realigns top echelon

A reorganization of Palmer Enterprises (WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, Iowa), following the recent (May 27) death of Dr. B. J. Palmer was announced last week (CLOSED CIRCUIT, June 26).

Assuming the presidency is Dr. David D. Palmer (son of Dr. B. J. Palmer), who had served as vice president and treasurer. At the same time, Paul A. Loyet, resident manager of WHO-AM-FM-TV Des Moines and vice president of Central Broadcasting Co. (licensee of WHO) was re-elected. William D. Wagner was re-elected secretary of both corporations.

Dr. Palmer also announced the retirement of Ralph Evans, executive vice president of Palmer Enterprises, Herbert C. Hender, a board member of both corporations, and Wilfred C. (Woody) Woods, assistant manager of WHO-AM-FM-TV. A successor to Mr. Woods, a 25-year veteran in the company, will be named shortly, according to Dr. Palmer, who also announced plans to designate an additional executive for the Davenport operations.

Recurring reports of the sale of any or all of the Palmer broadcast properties were denied by Dr. Palmer.

New D.C. law firm announced

Morton H. Wilner and Philip Bergson, associates in the Washington law firm of Lyon, Wilner & Bergson, last week announced formation of a new partnership with Arthur Scheiner and Gilbert B. Lessenco. The new firm is Wilner, Bergson, Scheiner & Lessenco.

Mr. Scheiner, who has practiced law for the past seven years, previously was chief of the rules and standards division of the FCC. Mr. Lessenco has been associated with Messrs. Wilner and Bergson for the past six years.

The new firm is located at 1343 H St. N.W., Washington 5, D. C.

Collins opposes government intervention in radio-tv

NAB President LeRoy Collins last week reaffirmed his belief that "honest self-evaluation" is essential to broadcasting progress, but he said it was equally essential radio and television remain free of "government thought control."

Gov. Collins was the keynote speaker at the dedication of a new headquarters building for WGN-AM-TV Chicago.

The NAB president said that more than any other influence, "broadcasting has broadened enormously the horizon of enlightenment and entertainment of the American people." He said he has criticized shortcomings as well as praised virtues of broadcasting "because I want broadcasting to do better." Gov. Collins said "I believe deeply that—with any individual, with an business, with any organization, with any government—honest self-evaluation is essential to progress."

Broadcasters "cannot wear blinders," Gov. Collins said, "and make the kind of track record of which we are capable."

Reviewing America's tradition of free enterprise and the basic concept that the people are capable of deciding their own destinies ("Government is their instrument, not the other way around"), Gov. Collins said that if the people "are to be allowed to make those decisions, then the means of communication—the one ingredient which is essential to the free exchange of ideas—must remain independent of any government thought control."

Citing the multiple pressures centering on broadcasting from all elements of society, Gov. Collins felt it understandable that there should be "some" people "who would seek to relieve broadcasting of those problems by governmental intervention." But he cautioned that it is incumbent upon all in private business and government 'to remain ever alert and resistant to such efforts no matter how well-intended."

Gov. LeRoy Collins (center), NAB president, was the principal speaker at last Tuesday's dedication of the new $3.5 million WGN-AM-TV Chicago "Mid-America Broadcast Center." Here he talks with J. Howard Wood (l), president of WGN Inc. and publisher of the parent Chicago Tribune, and Ward L. Quaal, executive vice president and general manager of WGN Inc. The new WGN studio-office-headquarters building is a two-story structure containing some 100,000 square feet of floor space, situated on a 13-acre site.

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Paul F. Rex, Chief Engineer, WISR, Butler, Penna., says—"Sylvania Gold Brand 5749 has solved our limiter amplifier problem. Proper operating curve adjustments are now routine—with unselected tubes—*at less than one-half our former cost.*

"Now we enjoy excellent fidelity—no thumps—with 15 to 17db of compression. This means good high level audio at the receiver. We recommend Sylvania Gold Brand Tubes for those tough problems." If, like WISR, you have a critical tube job—replace with Sylvania Gold Brand Tubes.

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ETV GROUP BUYS WNTA-TV

Commercial broadcasters put up $2 million of the $6.2 million purchase price

WNTA-TV Newark-New York (ch. 13) was sold last week to a New York civic group that plans to use the station as an educational outlet. The sales price was $6.2 million in cash. Station broker Howard E. Stark handled the transaction on behalf of educational group.

In a joint effort approved by the Dept. of Justice, commercial broadcasters are contributing an estimated $2 million toward the purchase price. The three tv networks (which own New York stations) will donate approximately $500,000 each while independents WOR-TV and WNEW-TV, both New York, have pledged $250,000 apiece. The remaining New York station, WPIX-TV, reportedly will offer assistance when WNTA-TV switches to etv.

Balance of the $4.2 million needed will be met through grants from philanthropic groups with public support expected to meet operating costs. Purchasing organization — Educational Tv for the Metropolitan Area (ETMA) — is headed by Howard Sheperd, former board chairman of the First National City Bank.

Negotiations for WNTA-TV have been in process for several weeks following the announcement of licensee National Telefilm Assoc. that it planned to sell the station. ETMA hopes to receive FCC approval prior to the first of the year and transfer ch. 13 to etv programming on Jan. 1 with call letters WMET (TV).

Opposition to the transfer is expected to be lodged by New Jersey Gov. Robert Meyner, who is battling to retain ch. 13 as the lone vhf facility allocated to New Jersey. He has appointed a committee whose goal is to maintain ch. 13 in the state. The FCC currently is accepting comments on rule-making to assign a vhf channel to etv in New York and Los Angeles, with the deadline for submitting statements this Thursday (July 6).

WNTA-TV now is telecasting on a curtailed eight-hour day and ETMA plans to take station off air for brief period pending change-over to educational tv programming.

Airborne group refuses WXIX-TV's etv offer

Offer of a Milwaukee uhf station to provide educational tv during hours it is not normally on the air on a free, experimental basis was refused last week when the program source turned down the plan. Had permission to rebroadcast been granted, the station would have been the only outlet providing etv service to that area.

WXIX-TV Milwaukee wanted to carry programs of the Midwest Program on Airborne Television Instruction, which transmits educational material of Purdue U. by means of airplane. The station had sought and received encouragement from Milwaukee area representatives of the etv system and had offered to set up the equipment and run summer-session programs without cost. If the experiment proved successful, WXIX-TV planned to continue the service and charge MPATI only operating costs.

MPATI gave as its reason for turning down the request that WXIX-TV was a commercial station and that the educational group's contracts have royalty and copyright provisions that call for noncommercial broadcasting. The station agreed to run no commercials during the educational hours but MPATI still declined the offer.

FCC, etv group, co-sponsor uhf exhibit

A two-week exhibit of uhf equipment and components will be jointly-sponsored in Washington by the FCC and the Greater Washington Educational Tv Assn. The exhibition will be held in the Dept. of Commerce lobby, beginning July 15.

It is being held to acquaint the general public with the plans of GWETA to serve Washington and its environs with educational programming on ch. 26, for which it received a grant a fortnight ago (BROADCASTING, June 19). Particular emphasis will be given to motivating a massive conversion program to receive uhf since the Nation's Capitol presently has only vhf service.

Actual uhf pictures will be shown visitors through two special translators which will rebroadcast on uhf channels the signals of Washington's four commercial vhf stations. Robert G. Weston, engineering assistant for Commissioner Robert E. Lee, is handling the details of the exhibit.

Among equipment manufactures who will display equipment at the exhibit are Zenith, Vicar Inc., Technical Appliance Corp., Entron, General Electric, Blonder-Tongue, Westinghous, JFD Electronics Corp., Sylvania, Legum (Admiral), Jerrold and Channel Master.

Virginia's story

The Virginia Assn. of Broadcasters has published a survey in pamphlet form under the title "Broadcasting in Virginia" which details the importance of the broadcasting industry in informational and public affairs field. The report, based on returns from questionnaires sent to every station in the state, covers the spectrum of Virginia broadcasting from its history through its programming to its place in national organizations. Replies were received from 57 radio and 8 television stations, representing 60% radio and 76% television returns.

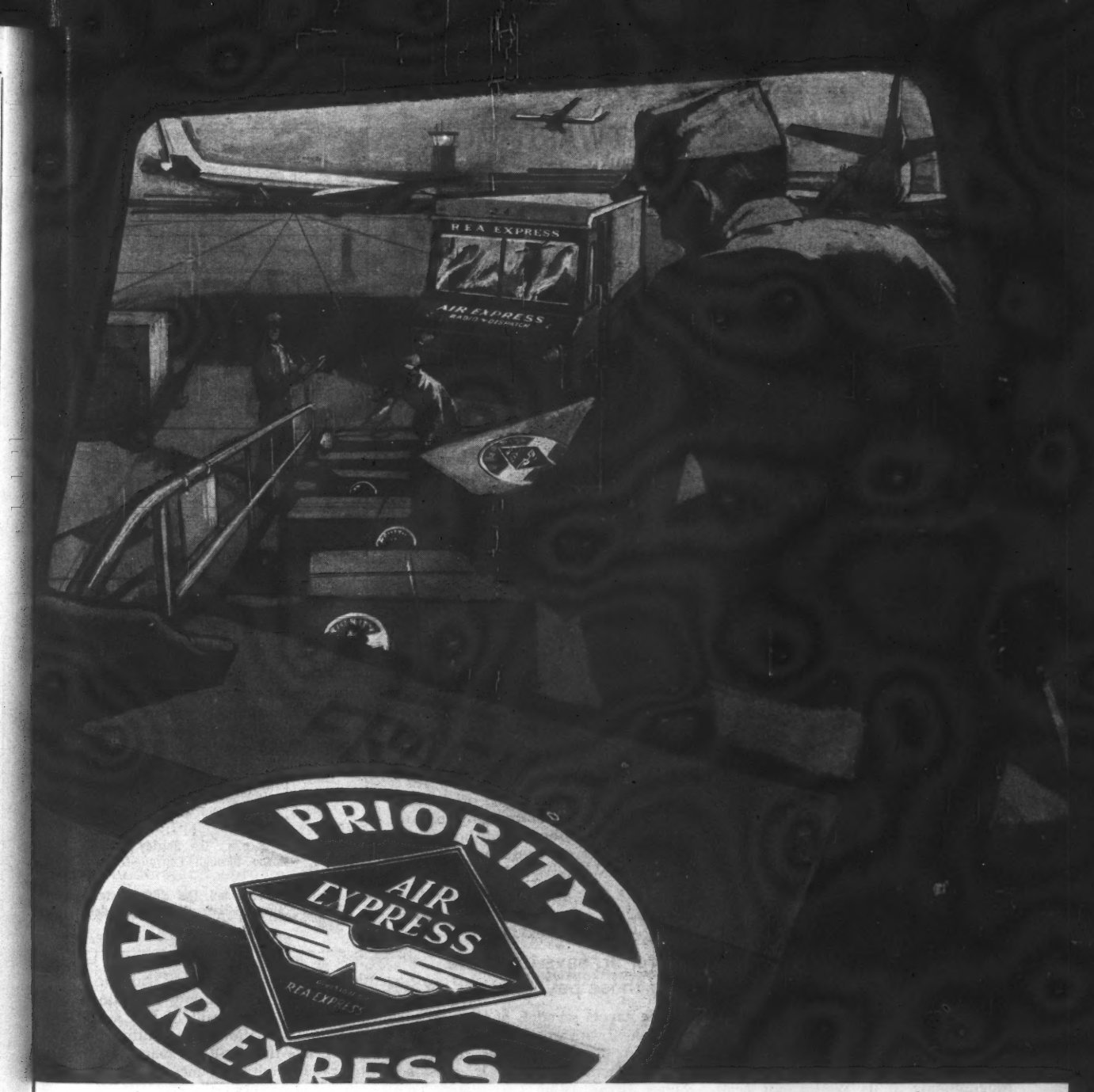
Stations participating in the report indicated the amount of their programming that was devoted to religion, general public service announcements (such as highway safety or fire prevention), news, sports, politics, and classical music. They also detailed the national organizations such as networks or industry groups to which they belonged.

Mutual adds another station

Mutual has announced the signing of WPEO Peoria, Ill. as an affiliate and said this addition gave it outlets in 88 of the nation's top 100 markets, compared to 80-81 for each of its three network competitors. Mutual's count showed that among the top 100 markets MBS had gained three during the past year, while CBS Radio's affiliations in the same 100 rose from 77 to 81, NBC Radio's remained at 81 and ABC Radio's dropped from 84 to 80. WPEO, a 1 kw daytimer on 1020 kc, is a member of J. W. O'Connor group of stations. It brings Mutual's total of directly linked affiliates to 422.

Kansas radio directory

Kansas congressmen, senators, state officials and organizations are receiving a special directory of Kansas radio and tv stations that includes beeper-phone listings to be used by these news originators on appropriate occasions. The directory was compiled by the Kansas Assn. of Radio Broadcasters and also includes station addresses, names of managers (with home phone numbers) and program and news directors.



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TV PROGRAMMING'S WESTWARD MOVE

CBS-TV's Lansbury: Hollywood is becoming the capital

"Hollywood is on its way to becoming the tv program capital of the nation, for live as well as filmed programs," according to Bruce Lansbury, CBS-TV director of daytime programs, Hollywood.

With the move of *Brighter Day* from New York to Hollywood, starting this afternoon (July 3), CBS-TV is now originating the majority of its live (and taped) daytime program fare in Hollywood, which is now the source of 16¾ hours a week compared to New York's daytime output of 15 hours of CBS-TV daytime shows.

"The reason is simple," Mr. Lansbury observed last week. "It's more efficient and more economical to put on programs here than in the East. We have the best crews in the business at Television City in Hollywood, crews that have handled such top dramatic shows as the *Playhouse 90* and *Climax* series. We have the finest stages for television, the best facilities that money can buy.

"In New York, nothing was built for television originally; it all had to be adapted for tv from original construction for some other purpose. Out here, our facilities were built for tv and for tv only. In New York, studies are in one part of the city; props and scenery are stored away across town. Cartage charges are enormous. In Hollywood, the studios, wardrobe, props, shops—all the basic services right down to the Mimeograph machines are under one roof.

"There's more talent out here too," Mr. Lansbury went on to claim, "and the trend is all to the West. Nothing is happening in New York. So the actors, writers, directors, producers—all the creative people—are coming out here and they're coming out to stay."

Asked why, if Hollywood facilities and personnel for television are so superior to those available in the East, CBS-TV has not moved all of its live programming to its West Coast headquarters, Mr. Lansbury said that this is exactly what is happening, so far as CBS-TV is in control of the situation. "With the exception of *Captain Kangaroo*, the only daytime programs we have left with New York originations are those that are owned and produced by advertising agencies. Everything else —everything we control—comes from Hollywood."

The CBS-TV Hollywood-originated programs now include four half-hour Monday-Friday game shows: *Video Villiage, Double Exposure, Your Surprise Package* and *Face the Facts; Art Linkletter's House Party* and a court show, *The Verdict Is Yours,* also each a half-hour a day five days a week; the afore-mentioned *Brighter Day*, 15-minutes a day, Monday-Friday, and a Saturday morning half-hour children's program, *The Magic Land of Allakazam.*

Mr. Lansbury said, all of the game shows and some of the other programs are produced and taped on a six-a-week schedule. "This lets us get a backlog of programs on hand in case of emergency or to give vacations to the performers and crews without interrupting the broadcast schedule. In five weeks, we get one week ahead. We couldn't do it in New York. The stages and other facilities needed just aren't available there."

Daytime programs are important in terms of employment, Mr. Lansbury noted. They employ more than 300 people in Hollywood regularly, he said, with an annual production budget in excess of $3 million. *Face the Facts* alone uses 30 actors a week, he said, adding, "and that's just for one game show."

With its facilities and its trained crews, Hollywood can handle visits from big programs like the *Ed Sullivan Show* or the *Garry Moore Show* for a week or two of Hollywood originations without the need for bringing in extra people, Mr. Lansbury said, noting that this is another money-saving advantage the CBS-TV Hollywood set-up has to offer.

COLOR CAST

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 3-7, 10-12 (10:30-11 a.m.) **Play Your Hunch,** part.

July 3-7, 10-12 (11-11:30 a.m.) **The Price Is Right,** part.

July 3-7, 10-12 (12:30-12:55 p.m.) **It Could Be You,** part.

July 3-7, 10-12 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 3-7, 10-12 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 3, 10 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

July 5, 12 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 5, 12 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 6 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 7 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Borby.

July 8 (9:30-10 a.m.) **Pip The Piper,** Gen. Mills through Dancer-Fitzgerald-Sample.

July 8 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 8 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 8 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 9 (6-6:30 p.m.) **Meet the Press,** co-op.

July 9 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 9 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

BETTER PROGRAMS

Storer Jr. says its cause was those payola scandals

The payola scandals of last year may be credited with an assist in the improvement in programming at the Storer stations, George B. Storer Jr., president, Storer Broadcasting Co., stated Tuesday (June 27) in Los Angeles.

Mr. Storer was in Los Angeles for the first anniversary of KGBS Los Angeles with that call, with 50 kw power and with a "beautiful music" program format. The station, formerly known as KPOP, was purchased by the Storer organization in 1959.

Shocked "when we learned that some of our disc jockeys, our friends and longtime employes, were guilty of wrong practices and at best dubious morals," Mr. Storer said the SBC management began examining its own operations to see where things went wrong in the past and to prevent any repetition in the future. The result of this analysis was the installation of a quality control set-up like those used in manufacturing to catch faulty products before they leave the factory.

At SBC, the quality control process began with taping all broadcasts and selecting tapes at random for study to make sure none of the FCC rules and regulations were violated, nor any of SBC's own rules. But the tapes revealed more than that kind of information, Mr. Storer reported. They also showed differences in program quality from station to station, with some dee jays obviously more adept at selecting recordings for their programs than others. One result, he said, was the appointment of Visilio Liappus of WGBS Miami as music programmer for all

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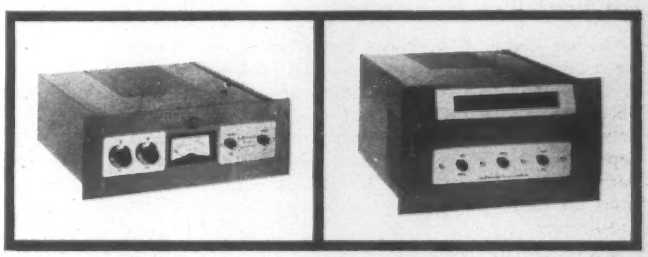

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'Dr. Fox, call surgery'

Can a straightforward report on health and medicine conducted by a prominent physician be a successful radio program? WCCO Minneapolis has discovered over the past two years with *Doctor's House Call* that it can indeed. Conducted by Dr. James Roger Fox of the medical faculty of the U. of Minnesota, and chairman last year of the American Medical Assn.'s tv-radio committee, the daily five-minute program covers the vast spectrum of medical and health interests from exercise through diabetes to doctors' fees.

Audience response to the program, run twice daily over WCCO, has been good. The series averages 300 letters a week, all of which are guaranteed answers by the AMA, which has backed the program in concept and execution to the hilt. The association has endorsed and will act as co-sponsor of the series, and permits mention of its name on each broadcast. Further, all programs are reviewed prior to broadcast by the AMA.

Doctor's House Call does not claim to be an exhaustive odyssey into the world of ills and ailments, and each broadcast pointedly suggests that the listener consult his physician. Already 260 taped five-minute episodes of the program are available for placement on radio stations of the sponsors' choice. Syndicated by Prestige Productions Co. of Minneapolis, the program will be sold in the upper midwest by this firm and in the rest of the U.S. by Signal Productions of Hollwood.

So far, the series has been sold to 24 U. S. stations, radio outlets of the Armed Services network, plus Hong Kong and Australia.

the company's "beautiful music" operations, including KGBS.

Asked about violence on television, Mr. Storer said that there appears to be a conflict between what the public watches and "what it thinks it ought to watch. Ask anyone what's wrong with television and the answer inevitably will be 'too much violence'," he said. "Yet the rating reports in city after city show that the programs with the biggest audience are those with plenty of violence."

Admitting that tv programming has room for improvement, Mr. Storer stated he would fight to the end any attempt of the FCC to control the program content of either television or radio.

Screen Gems plans its first live tv show

Screen Gems Inc., New York, last week anounced the sale of the first live tv show ever produced by the company, *Showdown*, to CTV, a new Canadian network scheduled to go on the air in September. The program, a musical game show, will be carried on eight stations associated with CTV on Fridays, 7:30-8 p.m.

Lloyd Burns, SG vice president in charge of international operations, said *Showdown* is the first of an assortment of new properties planned for Canadian production by Screen Gems. The game program will be produced live in Montreal in cooperation with CFCF-TV and fed to other stations on CTV. Mr. Burns also reported that CTV has bought *Top Cat*, an animated cartoon series produced for SG by Hanna-Barbera Productions.

'Continental Classroom' will be back on NBC-TV

NBC-TV's *Continental Classroom* will be returning for its fourth year on the network next season with a new course in American Government. The two-semester course, taught by Dr. Peter H. Odegard, professor of political science at California U., will be televised in color and carried nationally by some 170 stations Monday through Friday from 6:30-7 a.m., NYT, starting Sept. 25. The program, which is expected to cost about $400,000 in over-the-line costs, will be financed by NBC.

In the previous three years of its existence, *Continental Classroom* was presented on NBC by Learning Resources Institute on grants totaling $1.6 million from the Ford Foundation and $100,000 a year gifts from several giant corporations. LRI ended its association with NBC-TV on May 26, the date of its concluding telecast for the past season, in a dispute with the network over transmittal methods. The institute will offer its own college credit courses, *The College of the Air*, on CBS-TV next season (weekdays, 1:05-1:30 p.m., NYT).

In addition to the course in American Government, NBC will present this past season's *Continental Classroom* course in Contemporary Mathematics, in color tape telecasts in the 30-minute preceding period (6-6:30 a.m., NYT) also beginning Sept. 25. The educational programs are expected to attract a weekly audience of 1.2 million people, and more than 300 colleges and universities are expected to offer the courses for full academic credit.

'SEA HUNT' RERUNS

Ziv-UA series already sold in 50 markets by Economee

Ziv-United Artists, which has sold four-year productions of *Sea Hunt* in almost 200 markets on a first-run basis, now has placed the series in rerun status. Pierre Weis, vice president and general manager of Economee Div., has announced reruns of *Sea Hunt* sold in more than 50 markets (see list, page 69).

Mr. Weis reported 156 half-hour episodes of the program are available to stations through Economee. He noted that first-run episodes of the fourth year of *Sea Hunt* continue until April 1962 in most markets, and until the fall of that year in other markets.

Program notes...

Warriors pact ▪ WCAU Philadelphia has signed a five-year exclusive contract to broadcast the professional basketball games of that city's Warriors of the National Basketball Assn. Bill Campbell, WCAU sports director, will handle the play-by-play of the estimated 40 games to be broadcast. WCAU previously held the broadcast rights for the Warriors' games from 1955-1959.

Housewifely program ▪ *Hints 'n' Helps for Homemakers*, a 15-minute "coffee klatch" on film, is being offered to tv stations by Association Telefilms, N. Y. The 15-week series includes housecleaning hints, recipes and pointers on house-buying and remodeling. Each film also includes trailer announcement advising the series may be shown in clubs, home economic classes and churches, free of charge.

School-age program ▪ *Update*, a new weekly tv news program designed for juniors and high school students, will be presented by NBC-TV (Sat., 12 noon NYT) starting Sept. 16. The program will discuss current national and world affairs.

Space merger ▪ WPIX (TV) New York and the National Film Board of Canada will co-produce for tv *Universe*, a documentary film dealing with the exploration of space beyond the solar system. Reportedly, it marks the first time that the National Film Board and an American tv station have joined forces for a tv production.

Second year ▪ Screen Gems' syndicated property *Tightrope*, on CBS-TV during during 1959-60 season, has been sold in Mexico City for the second year, under the sponsorship of Telas Junco Department Store. The series, now in nine Latin American countries, as well as in England and Japan, will be dubbed into French shortly. The series is also in 95 U. S. markets.

On the rocks ▪ KDKA Pittsburgh will present a five-part documentary beginning today (Monday) entitled "Redevelopment on the Rocks," which deals with a 12-year program in suburban McKees Rocks that seemingly has never even begun. The segments will be presented on the nightly *Program PM* series and will feature various city and governmental officials and their roles in the 12-year project.

New host ▪ Durward Kirby will host CBS-TV's *Candid Camera* next season, succeeding Arthur Godfrey who earlier announced his intention to leave the program. Mr. Kirby begins his assignment Sunday, Oct. 1 (10-10:30 p.m. EDT), when *Camera* starts its second season on the network.

Space show ▪ KBTO El Dorado, Kan., presented a special two-hour show, *Men in Space*, the story of the successful Russian and American launchings of men in space. The station obtained a 45-minute documentary from Radio Moscow and an hour-long program from the Voice of America to prepare its show. KSAC, U. of Kansas station, duplicated the show at a later date.

Producer alliance ▪ The Alliance of Television Film Producers last week added three new production organizations as members bringing the total ATFP membership to 18. New members are: Bing Crosby Enterprises, producer of the new *Ben Casey* series; Bellman Enterprises, producing the *Joey Bishop Show*, and Calvada Productions, producing the *Dick Van Dyke Show*.

Summer showcase ▪ WKBW-TV Buffalo, N. Y., has announced the debut of a new public affairs show, *WNED-TV Summer Showcase*, an hourlong program every Sunday (3-4:p.m.) dealing with the accomplishments of that city's etv station. The new show was designed for summer viewing but WKBW-TV reports it will carry the show for a longer period.

Falls' safety surveyed ▪ As an aftermath to the recent tragedy in which four persons lost their lives as their boat was crushed going over Niagara Falls, WGR-TV Buffalo presented a special program, "Lifeline for Niagara." By use of film, video tape and eye-witness account, the presentation gave a survey of accidents over the falls, and demonstrated both the lack of and need for safety precautions.

Firms merge ▪ Merger of United Film Service Inc., Kansas City, and Motion Picture Advertising Service Co., New Orleans, two pioneer movie theatre screen advertising firms, has been announced. Kansas City production unit of the new company will enter tv commercial production field. W. J. Scrogin will head unit.

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Official syndicates five off-network shows

BUYS THEM FOR $2 MILLION FROM SHARPE AND LEWIS

Official Films Inc., New York, last week bought five off-network programs, totaling 263 episodes, for a price estimated at more than $2 million. The series are being placed immediately into syndication to stations by Official.

Seymour Reed, Official president, reported the company acquired the programs by purchasing five tv-film production companies owned controlled by Hollywood producers Don W. Sharpe and Warren Lewis. The properties in the transaction are 114 half-hour segments of *Peter Gunn,* which is ending a three-year run (NBC-TV and ABC-TV) on Sept. 25; 34 half-hours of *Mr. Lucky,* 34 half-hours of *Yancy Derringer;* 39 one-hour *Wire Service* programs and 42 half-hour segments of *duPont Theatre.*

Under terms of the transaction, Official has exchanged an undisclosed number of shares of its stock for all of the stock of the five privately-held Sharpe-Lewis companies. The board of directors of Official Films will be increased from six to seven to include Mr. Sharpe.

Mr. Reed noted that the acquisition of the off-network programs marks the second phase of Official Films' expansion program. Earlier this spring Official earmarked $1 million for new production and the establishment of additional offices abroad (BROADCASTING, May 15).

TvQ's top ten for April

TOP TEN—BY AGE

Rank	Program	Total Audience FAM	TvQ	Age Groups 6 - 11 FAM	TvQ	12 - 17 FAM	TvQ	18 - 34 FAM	TvQ	35 - 49 FAM	TvQ	50 & Over FAM	TvQ
1	Bonanza (NBC)	72	54	77	73	85	69	78	46	71	48	60	47
2	Wagon Train (NBC)	90	51	87	59	95	57	93	43	89	51	88	52
3	Andy Griffith Show (CBS)	75	50	60	57	82	55	80	51	73	44	77	48
4	Real McCoys (ABC)	88	49	90	68	94	48	91	41	86	43	82	52
5	Red Skelton (CBS)	88	46	68	67	90	61	92	44	90	40	91	38
6	Flintstones (ABC)	71	45	89	86	88	64	77	37	71	33	48	21
7	Gunsmoke (CBS)	87	44	72	62	94	45	94	39	87	41	84	42
8	My Three Sons (ABC)	68	42	73	67	86	66	67	36	69	32	56	28
8	Rawhide (CBS)	75	42	71	56	85	48	79	38	72	38	71	39
10	Perry Mason (CBS)	81	41	60	34	84	27	89	44	81	39	81	49
10	Untouchables (ABC)	74	41	51	52	87	53	87	42	82	38	58	31

TOP TEN—BY INCOME GROUPS

Rank	Program	Total Audience FAM	TvQ	Less Than $5,000 FAM	TvQ	$5,000 - $7,999 FAM	TvQ	$8,000 & Over FAM	TvQ
1	Bonanza (NBC)	72	54	78	59	71	51	62	41
2	Wagon Train (NBC)	90	51	93	58	90	46	84	41
3	Andy Griffith (CBS)	75	50	75	55	78	46	71	41
4	Real McCoys (ABC)	88	49	90	58	87	40	81	38
5	Red Skelton (CBS	88	46	87	48	90	47	89	40
6	Flintstones (ABC)	71	45	70	47	74	45	66	39
7	Gunsmoke (CBS)	87	44	88	47	88	42	83	35
8	My Three Sons (ABC)	68	42	70	43	68	43	58	38
8	Rawhide (CBS)	75	42	78	47	76	34	65	38
10	Perry Mason (CBS)	81	41	79	43	83	38	81	40
10	Untouchables (ABC)	74	41	73	41	78	43	68	36

TOP TEN—BY MARKET SIZE

Rank	Program	Total Audience FAM	TvQ	Market Size Over 2,000,000 FAM	TvQ	500,000 - 2,000,000 FAM	TvQ	50,000 - 499,999 FAM	TvQ	Urban Less Than 50,000 FAM	TvQ	Rural FAM	TvQ
1	Bonanza (NBC)	72	54	68	48	72	47	74	49	76	64	75	63
2	Wagon Train (NBC)	90	51	86	44	88	49	91	46	94	62	95	58
3	Andy Griffith (CBS)	75	50	65	42	79	45	77	52	76	48	82	60
4	Real McCoys (ABC)	88	49	82	45	88	43	92	44	89	47	91	60
5	Red Skelton (CBS)	88	46	84	45	90	48	91	44	87	45	89	47
6	Flintstones (ABC)	71	45	71	49	71	45	79	44	65	37	67	45
7	Gunsmoke (CBS)	87	44	80	45	89	40	88	38	87	48	92	46
8	My Three Sons (ABC)	68	42	64	43	68	40	72	44	66	36	69	46
8	Rawhide (CBS)	75	42	64	37	74	34	76	37	82	53	82	48
10	Perry Mason (CBS)	81	41	79	39	80	39	86	42	81	45	80	42
10	Untouchables (ABC)	74	41	75	45	75	40	80	44	75	42	67	35

Berlin salutes Berlin

The people of Berlin, Maryland, are squarely behind the people of Berlin, Germany, in their determination to keep the city free of Communist rule. That was the message Mayor William Hudson, of the Maryland Berlin recorded for Mayor Willie Brandt, of the German city of the same name over the facilities of WDMV Pocomoke City, on the eastern shore. The recording was airmailed to Germany and the message broadcast repeatedly over the Pocomoke City station to the people of Worcester county, which includes both Pocomoke and Berlin. WDMV is owned by Ernie Tannen with Curt White general manager.

Nine School Bell awards go to radio-tv outfits

School Bell awards for distinguished interpretative reporting on education were presented last week to 23 winners in the fields of broadcasting and publishing at the annual convention of the National Education Assn. in Atlantic City, N. J.

Broadcasters were selected for nine awards. They were: CBS-TV for *A Question of Chairs: The Challenge of American Education,* an hour-long dramatic program produced by Don Kellerman; *The Donna Reed Show* for the episode, "Higher Learning," sponsored by Campbell Soup Co. on ABC-TV; *The General Electric Theatre,* CBS-TV, for the episode, "The Drop-Out," sponsored by the General Electric Co.;

Other awards went to KOOL-TV Phoenix, KOLD-TV Tucson and the Arizona Network which links the two stations for six public service programs presented under the title, *Let's Talk About Schools;* KREX-TV Grand Junction, Colo., for the weekly series, *Know Your Schools;* WRC-TV Washington for the *Teen Talk* series; WJR Detroit for coverage of education through its news department, editorials and public service programs; WABC-TV New York for *Education Tailor-Made;* and KYW-AM-TV Cleveland for a series of radio and television editorials about schools.

ITC reports big sales

Independent Television Corp. reported last week that *Whiplash* and *Supercar,* its two new first-run tv film series are chalking up impressive sales in top markets across the country in the little more than a month since they were simultaneously released. *Whiplash,*

which was filmed on location in Australia, has been sold in 48 markets and to Miles Labs. and Procter & Gamble among other advertisers.

Supercar, which deals with the Space Age and employs a new process which reportedly gives model miniature characters a dimension of reality, has been sold in New York; Chicago; Pittsburgh; Detroit; Tampa, Fla.; Eugene, Ore.; and Youngstown, Ohio.

Ziv-UA buys Perelman stories

Humorist S. J. Perelman has sold tv rights to his *Acres and Pains to* Ziv-United Artists as a prospective network series. He will continue actively as a writer on the tv adaptation.

Acres and Pains, which contains more than 20 short stories, is an autobiographical account of the author's career as a gentleman farmer in Bucks County, Pa.

Film sales...

Sea Hunt (Ziv-UA reruns): sold to WCBS-TV New York; KNXT (TV) Los Angeles; WCAU-TV Philadelphia; WHDH-TV Boston; WJBK-TV Detroit; KTNT-TV Tacoma-Seattle; WFMY-TV Greensboro, N. C.; KFMB-TV San Diego; WGAN-TV Portland, Me.; WWL-TV New Orleans; KSL-TV Salt Lake City; KOIN-TV Portland, Oregon; WGN-TV Chicago; KOA-TV Denver; WGR-TV Buffalo; KVAR (TV) Phoenix; WTAE (TV) Pittsburgh; WTVN (TV) Columbus; KSD-TV St. Louis; KRON-TV San Francisco; WDAF-TV Kansas City, Mo.; WFLA-TV Tampa; KTSM-TV El Paso; WNDU-TV South Bend; WNEM-TV Saginaw-Bay City, Mich.; KREM-TV Spokane; WCKT (TV) Miami; WMAL-TV Washington, D. C.; KGMB-TV Honolulu; WRGB (TV) Schenectady; KVOO-TV Tulsa; WITI-TV Milwaukee; KPRC-TV Houston; WKY-TV Oklahoma City; WBRE-TV Wilkes-Barre; KCRA-TV Sacramento; KMJ-TV Fresno; WLOF-TV Orlando; WTVW (TV) Evansville, Ind.; WOC-TV Davenport, Iowa; WFMJ-TV Youngstown; WSAU-TV Wausau, Wis.; WBTW (TV) Florence, S. C. and KEYC-TV Mankato, Minn. Now in 50 markets (see story, page 66).

Post-1948 feature films (Screen Gems): sold to WKBN-TV Youngstown, Ohio; KHVH-TV Honolulu; WBRE-TV Wilkes-Barre, Pa. and KOIN-TV Portland, Ore. Now on 34 stations.

15 Special Features (Seven Arts Associated): sold to KNDO-TV Yakima, Wash.

Ripcord (Ziv-UA): Sold to WVEC-TV Norfolk, Va.; WATE-TV Knoxville, Tenn.; WTMJ-TV Milwaukee; WLWI (TV) Lexington, Ky.; KHSL-TV Chico, Calif.; WKJG-TV Fort Wayne, and WTVP (TV) Decatur, Ill. Now in 87 markets.

Golf Tip of the Day (ITC): sold to WOR-TV New York; WGN-TV Chicago; KHJ-TV Los Angeles; WHDH-TV Boston; WRC-TV Washington, D.C.;

Criminals take night off to watch tv ballcasts

Television is frequently associated with crimes. Usually the association is unfavorable. Often tv is held up as an electronic Fagin, inciting the criminally-minded to evil deeds, instructing them in criminal techniques.

But not always. Sometimes tv stands out as a crime deterrent. Take San Francisco on the nights of June 2 and 3, when the San Francisco Giants were playing the Los Angeles Dodgers in Los Angeles, and the games were being televised for Bay Area viewers by KTVU (TV) Oakland-San Francisco.

Larry Sullivan, writing in the *San Francisco Examiner* for June 5, reports that both nights "were relatively slow ones on the crime front. Restricting the count to what Nelder [Al Nelder, assistant to Chief of Police Tom Cahill] calls 'street crimes,' meaning such offenses as robberies, strong armings, muggings and assaults, there were only two violations during the hours Friday night's game was on tv. Saturday night was even quieter. No crimes were committed during the game telecast and only one crime—a stabbing—marred the following hours of the night and early morning. By comparison, the count on the previous Saturday, when there was no baseball on tv, reached six.

" 'Added to our findings in the case of the first two games [also between the Giants and the Dodgers, played in Los Angeles and televised by KTVU], this,' says Nelder, 'is evidence that baseball tv is a deterrent to crime, if only to the degree that a strongarm man can't watch the game and slug a victim at the same time.' "

WAVE-TV viewers brew
28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

The politicians can't say 'no' to a lady

It isn't strictly a man's world—producing a network-television public-affairs program — particularly when you happen to be blonde, talented and a bit dramatic as is Peggy Whedon of ABC-TV. In fact, it's actually an advantage, Peggy admits, in these days of the New Frontier and "younger-thinking, gallantry-practicing" administrators who "haven't learned how to say no to a lady."

So it comes as no surprise in some quarters that her show, *Issues and Answers* (ABC-TV, Sunday, 4:30-5 p.m. EDT) has frequently produced front page news; boasts eight Cabinet interviews and is among the few remnants of ABC-TV News' old regime, prior to the department's reorganization by James C. Hagerty, the network's new vice president in charge of news and public affairs.

From Peggy's boss, Robert Fleming, ABC Washington Bureau chief, comes more plaudits: "We think a discussion program does not need to subject guests to a district attorney's cross-examination to produce maximum information. Because we want a thorough presentation we find it valuable to have a competent, intelligent and informed producer. I would not go so far as to say that a man could not do this, but I've been pleased with Peggy's guidance in the production of *Issues and Answers.* I think she does her job well and guests on the program have uniformly agreed."

Charm and Judgment ▪ It's all a tribute to the lady's charm, news judgment and knack for juggling a 15-man staff, a husband, two teenage children and six telephones in a hectic seven-day week. But she loves every minute of it.

In her 12-year broadcasting career Peggy Whedon has been taken for virtually everything except a television producer, a mistake easily made. She hardly looks the part. But her identity is mistaken no more, though occasionally she runs into problems with "over-protective" female secretaries on Capitol Hill and in Washington diplomatic circles. But she is a crafty tactician. Her greatest success has come from back-stage maneuvering rather than front-stage cavorting where she seemingly should be.

As for *Issues and Answers,* it keeps her virtually on a "24-hour standby," but as Peggy says, "most of the tension is self-imposed." Nothing in the way of a crisis has developed since the show went on the air last November, although there were a few anxious moments once when Sen. Hubert Humphrey (D-Minn.) played a practical joke by calling in sick an hour before show time. "But he showed up."

"Our formula for success," comments Mrs. Whedon," is quite simple: we know what our subjects won't discuss and what they will. We concentrate on the 'will' and the results couldn't be better."

Lean Days ▪ While she is the main spark behind *Issues and Answers,* Peggy is quick to share the spotlight with her jack-of-all-trades assistant, Allen Hoffard, who writes, researches, and otherwise penetrates most of the barriers that stymie his boss. A former press assistant on Capitol Hill, he was hand-picked by Peggy who knew the kind of staff she wanted.

Success, however, has not always been her trademark. There were lean days in 1949 when, as a struggling actress in New York with sporadic assignments, she found it difficult to be the family breadwinner with her husband then toiling as a $20-a-month hospital intern. Soon after she was persuaded to abandon her thespian ambitions to join the radio-tv department of Storm Adv., New York, a move Peggy says she'll never regret.

Looking back a decade, one can surmise that the Whedons have come a long way. He's Dr. Donald Whedon, director of the Institute of Arthritis & Metabolic Diseases at the National Institutes of Health, Bethesda, Md. Peggy, too, climbed steadily through the ranks from Storm to WNEW New York, *The Kate Smith Show, College News Conference* and currently *Issues and Answers.*

Her first taste of public affairs programming came on *The Kate Smith Show* when she researched and lined up guests for "The Cracker Barrel," a segment devoted to political interviews. In 1952, when Dr. Whedon was transferred to the Washington area, Peggy sold Producer Ted Collins on a Washington office for *Kate Smith,* a project she handled until the show went off the air.

"These are dynamic times in public-affairs reporting," Mrs. Whedon says, "with various crises all over the world, the attack on outer-space conquest and the members of the New Frontier, each a willing guest who has something to say."

The advantages of being a producer are decidedly in her favor because she is a female, she says. This is why: (1) the New Frontiersmen are more gallant, more considerate and they tend to extend themselves more, (2) they are more apt to keep a date [than previous administrations], (3) a woman has a social advantage, and Washington is so social, (4) a woman is apt to be more persistent in her follow-through than a man.

Peggy Whedon referees one of the most controversial 'Issues and Answers' with Sen. Barry Goldwater (R.-Ariz.) (left) and Sen. Jacob Javits (R.-N.Y.) in the starring roles. The show will be repeated Aug. 4.

CKLW-TV Detroit; WMAR-TV Baltimore; WKRC-TV Cincinnati; WHCT (TV) Hartford; WLWC (TV) Columbus, Ohio; WSEE (TV) Erie, Pa.; WSPD-TV Toledo; KRNT-TV Des Moines; WAVY-TV Portsmouth, Va.; WHIO-TV Dayton; WLWI (TV) Indianapolis; and KPRC-TV Houston. Now in 83 markets.

MOTOROLA MOVES CLOSER TO COLOR

Shows prototype of set planned with three-gun tube

Motorola Inc., the major tv set maker who earlier this year said it was waiting for a single-gun picture tube before it entered the color set market (BROADCASTING, Feb. 27), disclosed in Chicago Thursday the prototype of an "advanced design" color set it will market if and when tube makers produce for the manufacturing market a new three-gun picture tube that Motorola's laboratory has developed.

The new Motorola tube is a 23-inch, 90 degree rectangular version of today's standard 21-inch, 70 degree color tube. But because of kinks somewhere behind the scenes, a working model of the new Motorola set didn't quite make the distributor convention and won't be ready for "several more days," Motorola spokesmen explained.

Why does Motorola like its new tube better? Because it is shorter and coupled with new color circuitry by Motorola engineers will permit a more compact piece of furniture for the modern home, therefore is more salable, according to Executive Vice President Edward R. Taylor. He described the current tube as "old fashioned" with its "long ostrich neck." Motorola will not manufacture its own new tube, but will make all technical information available to those who do, he said.

"We got tired of waiting for tube manufacturers to come up with the kind of design needed to make color receivers salable," Mr. Taylor said. "Therefore we took the initiative ourselves to accomplish something that the industry told us was several years away."

Once such a tube is available commercially, he said, Motorola's color set could be ready for the consumer market within a year. The price would be the same as other current manufacturers, he said, since no price breakthrough is involved in the innovation.

Motorola unveiled a complete 1962 line of tv, radio and phonograph models for the 1,200 distributors attending. Mr. Taylor predicted a bright year for both Motorola and the industry, expecting unit sales of tv sets to hit the 6.25 million mark this year, up from last year's 5.8 million total. "This translates into nearly $1.5 billion for the consumer economy," he said.

Bright sales picture also was painted for sales of stereo phonographs this year. Motorola in addition introduced its first am-fm clock radio, plus various other am-fm sets to meet every listening situation or need. The tv line also featured models with fine cabinets by Drexel.

The higher end of the new cabinet line of Motorola is also equipped for stereo-multiplex fm reception.

Motorola returns to tv

Motorola Inc., Chicago, will return to network television in the fall after a seven-year absence. Company, while showing the prototype of the color tv receiver it plans to ultimately manufacture (see story this page), said that it will co-sponsor one-hour specials on CBS-TV in the fall. Bing Crosby and Jack Benny already have been signed for the specials and negotiations with Bop Hope are in progress. Motorola will continue its co-op spot radio campaign with dealers. Leo Burnett Co. is Motorola agency.

Fast new process for post-synchronization

Instant Sync, a new process for the post-synchronization and dubbing of tv tape and motion-picture films has been developed by Lenbeck Inc. The new process is more economical and it can re-dub a four-minute segment of film or tape in approximately six minutes, according to Lenbeck.

The electronically-triggered Instant Sync machine allows the producer of a tv taped show to re-dub voices in the studio without picking up outside noises or musical sound. It's being offered on a rental-royalty basis with charges determined by the amount of footage used. Dennis Gunst originated the process, and Jean Lenauer and Myer P. Beck, respectively, are president and vice president of Lenbeck Inc. Their offices are at 729 Seventh Ave., New York.

Melpar acquires Tv Assoc.

The acquisition of Television Associates Inc., Michigan City, Ind., by Melpar Inc., Washington area electronics firm, has been announced. Television Associates, doing an estimated $1.5 million worth of business yearly, is headed by tv pioneer Capt. William C. Eddy. The transaction involved an undisclosed transfer of Melpar stock for outstanding stock of Television Associates. Final approval is due at the August meeting of Melpar stockholders.

AT DEADLINE . . .

questionnaires

for your FREE listing in the 1961-62 BROADCASTING YEARBOOK

"The one-book library of tv and radio information"

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- manufacturers
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BROADCASTING YEARBOOK

1735 DeSales St., N.W.
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Gen. Sarnoff's view of the 'world of the future'

A world of the future—where people can view tv programs simultaneously in Cairo, Tokyo and Chicago; where language will be instantaneously translated and where other planets will be no less familiar to Americans than foreign countries—was described last week by Brig. Gen. David Sarnoff at the National Press Club in Washington, D. C.

The RCA board chairman emphasized his agreement with President Kennedy that first priority should be given to the development of U. S. communications satellites. He said "the much-debated question of satellite ownership is . . . far less important at this time than the adoption of the right system at the earliest possible moment." He added that no matter who owns the satellites all companies licensed by the U. S. in the field of international communications should have access to them on "reasonable and non-discriminatory terms." In later remarks, Gen. Sarnoff said that companies that have an interest in the satellites themselves must have the facilities to pick up and transmit messages and to receive and deliver them if they are to make the satellite franchise meaningful. He favored free competition, particularly in ideas and inventions.

Gen. Sarnoff said he did not think satellite operation would call for extensive frequency reallocation because satellites use higher frequencies than broadcasting.

Gen. Sarnoff
And Press Club's 'gold bug'

The steps leading to establishment of a U. S. base on the moon, as planned by RCA, were described by Gen. Sarnoff. A "moon camp," run by remote control, would be sent to the moon before the astronaut left Earth. The camp would be equipped with laboratory equipment, emergency survival tools, an exploration tractor and a re-entry capsule for the return trip, as well as food, water and power.

Gen. Sarnoff exhibited a mock-up of a pocket-size color tv set with combination am-fm radio which he said "will probably be the reporter's best friend in the '70s." He pointed to "formidable advances in micro modules" and the increased trend toward transistorizing equipment as a key to electronic progress.

Color tv, in which RCA has pioneered, is "catching on," the general said, as is evidenced by the entry of many major set manufacturers into the field in the past year. He said the price of color tv sets is lower than that of black and white sets in the years of television's development.

18 new-type RCA cameras ordered by ABC-TV

Eighteen new "Big Eye" television cameras made by RCA, reported to be the first all new studio cameras since the advent of tv, have been ordered by ABC-TV. The new camera utilizes a four and one-half-inch image orthicon tube instead of the three-inch tube now in common use.

Frank Marx, ABC engineering vice president, noted that ABC-TV will be the first network to have and use the new camera.

Technical topics...

New tubes ▪ General Electric Co., Los Angeles, has introduced two new television tubes—ZL-7802 and ZL-7803—designed for more efficient video taping and special application colorcasting, respectively. The ZL-7803 produces a flatter field and provides, GE says, an excellent landing, shading and match in color cameras using three image orthicons. The ZL-7803 provides high quality in the taping of studio pick-ups without the necessity of using more expensive color tubes.

Automation ▪ KIRO Seattle, Wash., plans to automate its broadcast operations with a remote control system made by Continental Electronics Manufacturing Co., Dallas. The station also is buying a 10 kw Continental transmitter to use as stand by equipment and for Conelrad broadcasting.

Stock purchase ▪ Rohn Manufacturing Co., Peoria, Ill., has announced the purchase of the assets of Alprodco, Memphis, Tenn. The rigid-tube product line of towers and allied equipment of Alprodco will continue to be manufactured and sold by Rohn.

New product ▪ Prodelin Inc., Kearny, N. J., designer and manufacturer of antennas and transmission line systems, is now producing a new foam polyethylene insulated, aluminum sheathed, coaxial transmission line called Spir-O-foam. It is designed for low-loss broadband performance. More information is available by writing to the company at 307 Bergan Ave, Kearny, N. J.

Multiplex generators ▪ RCA has made the first shipment of its multiplex generator units to WQXR-FM New York; WDTM Detroit; KLSN Seattle; KIXL Dallas, and WUPY Lynn, Mass. The generator, which may be used with any standard RCA fm transmitter, will be ready for volume shipment in October.

Sound from Goldwyn ▪ Samuel Goldwyn Studios, Hollywood, notes it has developed a lightweight, portable magnetic tape recorder for use both in studio and location sound recording. Goldwyn officials claim it gives "absolute fidelity without weight."

Restraining order ▪ Admiral Corp., Chicago, has obtained a restraining order from the U. S. District Court in New York to stop distribution in this country of Japanese-made transistor radios bearing the name of "Admiral." The order prohibits Mar-Lin Enterprises Inc., New York, from importing the sets. Admiral also is seeking treble damages for trademark infringement. The American firm's trademark is registered in Japan as well as other foreign countries. Admiral has been fighting the Japanese-imports and conducting a "Buy American" campaign for two years.

Tv set shipments down 6%

Shipments of home tv sets by manufacturers in 1960 totaled 5.6 million units valued at $775 million, a drop of 6% in quantity and 5% in value from 1959, according to the U. S. Census Bureau. The production of home radio receivers (except radio-phonograph combinations) totaled 9,763,000 units. Of these, 584,000 were am-fm and fm-only. The radio-phonograph combinations included 256,000 with am-fm tuning. Auto radios totaled 5,959,000 units. The output of clock radios (am and am-fm) totaled 2,569,000 units.

BBG'S CHAIRMAN CHANGES HIS MIND

CBC-TV affiliates can't carry shows from second network

Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors reversed fields in testimony June 20 before the Parliamentary Committee on Broadcasting. The previous week he had proposed that Canadian Broadcasting Corp. affiliates be allowed to use non-reserved CBC network time to carry programs of the new CTV Network. But Dr. Stewart changed his mind after CBC President Al Oiumet appeared before the committee. Now, Dr. Stewart would forbid CBC stations from carrying any CTV Network programs.

In his appearance before the Parliamentary Committee, Mr. Oiumet claimed that CBC stations carrying tv programs of a competitive network would split the CBC network.

Dr. Stewart also told the committee that applications for temporary networks of independent tv stations should be heard by the full BGG or its executive committee if the network applied for would be of two-to-six months in duration. Temporary network applications for less than two-months duration would be handled by the chairman or his representative.

CBC Opposes ▪ The request of CHCH-TV Hamilton, Ont., that it be allowed to drop its CBC-TV network affiliation brought strong opposition from the government-owned network at the BBG public hearing which opened June 20 in Ottawa.

Mr. Oiumet asked that the CHCH-TV application be deferred for a year as it would leave 50,000 homes out of CBC-TV's coverage. He felt that CHCH-TV would actually become a third Toronto station since it is only 40 miles from Toronto. He intimated that national sponsors might drop CBC-TV in the heavily populated Toronto-Hamilton area if the station severed its network affiliation. Last year, he said, one network sponsor dropped out when CHCH-TV was permitted to carry a hockey broadcast instead of the regular network program. CBC operates CBLT (TV) Toronto.

Ken Soble, CHCH-TV's president, told the board that six stations in the Toronto area were CBC-TV affiliates, all carrying the same programs. This practice, he said, gave viewers little choice in programs. He said that dropped CBC-TV programs would not harm his area as it would be adequately served by Toronto, London and Kitchener stations. CHCH-TV would produce new live programs, which would also be sold to other independent stations. He said he had no present plans for joining the new CTV Network.

Mr. Oiumet also opposed the request of CJSS-TV Cornwall, Ont., to drop out of CBC-TV. The station claimed heavy financial losses because of its network affiliation.

In a third dissent, Mr. Oiumet opposed the licensing of a second French-language television station in Quebec City, applied for by CJLR Quebec. Mr. Oiumet said CBC wanted to open its own tv station at Quebec City. CJLR spokesman Jacques Laroche told the BBG he would develop local live shows and carry programs from CFTM-TV Montreal (independent Montreal French-language station).

Changing Hands ▪ The BBG also heard testimony from applicants desiring to purchase several radio properties:

Ontario Prime Minister Leslie Frost was one of a group of ten applying to purchase CKLY Lindsay for $47,500.

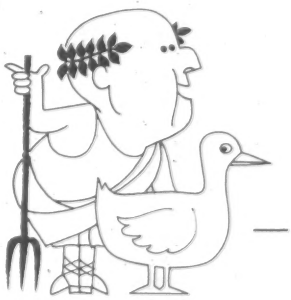
Frank Griffith, CKNW New Westminster, B. C., heads a group planning to purchase CJOB-AM-FM Winnipeg, Man., for $875,000.

Lloyd Moffat, CKY Winnipeg, wants to buy CKLG North Vancouver, B. C., for $222,000. He also wants to sell CKY to Lions Gate Broadcasting Ltd., purchaser of CKLG for $428,000. Mr. Moffat stated he would operate both stations as one entity with separate rate cards. He is also treasurer of CJAY-

RFE begins 12th year

Radio Free Europe will start its 12th year of broadcasting to East Europe tomorrow (Tuesday) with the largest audience in its history, according to John Richardson Jr., president of the Europe Free Committee.

Since RFE first came into being, registered radio sets in the area it serves have increased from 4.2 million to more than 11.8 million. It has been estimated that a radio set is now owned by more than half of the total number of families in Czechoslovakia, Hungary, Poland, Bulgaria and Romania.



Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

TV Winnipeg.

CJIB Vernon, B. C., and CJOC Lethbridge, Alta., asked permission to sell to Selkirk Holdings Ltd., for $438,200.

Strange buys Dominion

Dominion Broadcasting Co., Toronto, Ont., program and commercial radio and television advertising producers, founded 30 years ago by Hal Williams, has been sold to Strange Enterprises Ltd., headed by Cy Strange, radio account executive of the station representation firm Stovin-Byles Ltd., Toronto. Dominion Broadcasting will continue in business at a new address, 12 Shuter St., Toronto, with Cy Strange as president and Hal Williams as chairman of the board.

Abroad in brief...

Rep appointment ▪ CKOY Ottawa, Ont., appoints All-Canada Radio & Television Ltd., Toronto, as exclusive representative.

New home ▪ CFCF-TV Montreal (ch. 12) moved to a new building constructed at a cost of approximately $1.5 million on June 9. The station has been on the air for four months, and had operated from temporary quarters. The station is owned by Canadian Marconi Co. and Richard Misener is general manager. Its national representative in the U.S. is Weed Television Corp. Charles Michelson Inc., New York, is U.S. program buying representative.

CANADIAN VERSION OF RAB FORMED

Radio Sales Bureau to give stations aid in time sales

Formation of Radio Sales Bureau, sponsored by the Canadian Assn. of Broadcasters, was announced last week.

Mr. Hoffman

The new sales organization will have functions similar to the Radio Advertising Bureau in the U. S. with the prime purpose of rendering sales assistance to radio stations at the local level.

Appointment of Charles G. Hoffman as president of the new bureau was also announced. He will headquarter in Toronto.

The new sales organization follows almost two years of research by a committee of the CAB under Allan Waters, owner of CHUM Toronto, Ont., and CAB vice-president for radio.

Mr. Hoffman has had experience in radio as executive vice-president for a number of years of the Bureau of Broadcast Measurement, Toronto, an industry-supported audience research organization. He has also been director for four years of the Canadian government's International Trade Fair, and has been in personnel selection work.

In announcing the appointment, Mr. Waters stated that "the bureau will include top level meetings with leaders of Canadian industry in an effort to learn how radio can best serve their interests; meetings with advertising agencies to determine how radio can earn a greater share of the responsibility for selling to Canadian consumers; and meetings with heads of individual Canadian radio stations to help them create more aggressive and meaningful sales campaigns at both the local and national level."

Don Jamieson, CJON-AM-TV St. John's, Nfld., and president of CAB this year, stressed that the aims and objectives of the bureau will be directed along every avenue where it is felt radio can offer tangible benefits.

Bill Byles, president of Stovin-Byles Ltd., Toronto, and of Station Representatives Assn., stated that a complete program of information will be undertaken to bring an entirely new group of advertisers into the pale of successful radio users.

Each CAB member station will be able to call on the Radio Sales Bureau for ideas to help realize the full potential of his local market, and to use the resources of a full staff of researchers and creative idea men to help solve any sales problems. There will also be a department to assist stations in the selection and training of sales personnel.

The bureau will serve as a clearing house for the exchange of successful sales and promotion ideas from member stations.

Gamble terms British ad tax 'discriminatory'

Advertisers in the U. S. must regard the 10% tax now in effect on all television advertising in the United Kingdom as inherently a discriminatory tax.

This is a "message" Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has for AAAA members upon his return from a five-week, seven-country tour during which he visited eight principal cities of Europe. Mr. Gamble met with a group of newsmen at 4A offices in New York last week.

Mr. Gamble outlined a three-part report which he delivered earlier to the AAAA board of directors. The report dealt with general observations of advertising organizations and the economy of Europe, with progress made in preparation of the AAAA's second international meeting (April 23-May 4, 1962) and with the tv advertising tax in the UK.

Discriminatory Aspect ▪ Mr. Gamble outlined the problem of the tax, which went into effect on May 1, 1961, as one of discrimination that is not recognized as such in the United Kingdom. There is but limited opposition, he found, with the Conservative, Labor and Liberal parties supporting the tax and the government pleased with its collection. It is collected from the 12 programmers licensed to program commercial tv in the UK (a licensed private monopoly that is highly profitable, he emphasized, referring to the now widely quoted remark of one programmer that a license is tantamount to "authorization to print money.")

He thought authorization of a second commercial tv service in the country conceivably would reduce profits of the individual programmers and thus work toward deleting the tax. He said the levy was passed on to the advertiser, that commercial tv people in the UK do not hesitate to "push up" rates, and that the agency commission becomes reduced in the proportion to the higher costs forced by taxation.

But, Mr. Gamble warned, there would appear little liklihood that commission rates might be raised on the program companies, that advertising in general is handicapped by not being "well regarded" in the UK and that knowledgable Britons have mixed reaction ranging from a feeling that once imposed the tax will never come off to a prediction that it will be repealed at the year end. It is estimated the tax will bring in at least $20 million in yearly revenue.

The international conclave in the U.S. in the spring will run concurrently with the 4A's annual general conference, and foreign delegates will meet in New York, White Sulphur Springs, W. Va., and in Washington, D. C. About 90 delegates from abroad are expected to attend.

BROADCAST ADVERTISING

Mr. Beach

Jim Beach, formerly vp in charge of ABC-TV central division, Chicago, to Foote, Cone & Belding there as broadcast supervisor. He will work on Johnson's Wax account among others. Mr. Beach had been with ABC since 1953.

Stanley E. Perlmeter named executive vp of Bozell & Jacobs, Omaha, Neb. He has been assistant to president since 1957 and vp since 1952. **Albert R. Busch Jr.** and **Richard Sullivan** named vps of Bozell & Jacobs, Omaha. Mr. Busch has been account executive with agency for past five years. Mr. Sullivan formerly was creative director and has held similar positions with Allen & Reynolds, Omaha, and W. D. Lyon Co., Cedar Rapids, Iowa.

Richard A. Aszling, partner at Earl Newsom & Co., New York pr firm, joins Communications Affiliates, that city, as senior vp.

Stanley De Nisco, manager of science department at Ted Bates & Co., N. Y., elected vp.

Douglas Warren, account executive at Smith/Greenland, N. Y., appointed vp and account supervisor of food account activities.

Joseph L. Scanlan, manager of N. Y. office of Miller, Mackay, Hoeck & Hartung, elected vp.

Kenneth C. Ring resigns as vp of Aves, Shaw & Ring, Chicago. Formation of Aves Adv., Chicago, is result of termination of affiliation with John W. Shaw Adv. and resignation of Mr. Ring. **William E. Sproat** of Aves Adv. and **Edward F. Davison,** account executive for Aves, Grand Rapids, named vp.

Edward Y. Papazian, in media analysis and planning division at BBDO, N. Y., named associate media director.

Shirlee Gibbons named account executive for Fletcher Richards, Calkins & Holden, N. Y. Miss Gibbons was formerly responsible for J. P. Stevens & Co. account at agency.

Malcolm G. Lund named creative director of Henderson Adv., Greenville, S. C., following tenure as vp of Howard G. Monk & Assoc., Rockford, Ill. Mr. Lund previously was with Tatham-Laird and Young & Rubicam, both Chicago.

Ralph Kanna named radio-tv director at William Schaller Co., West Hartford, Conn. Mr. Kanna had been general manager of WONS Hartford and vp of Goldman-Walter Adv., Albany, N. Y.

Patrick C. Tims joins accounting department of Clay Stephenson Assoc., Houston. Mr. Tims formerly was account executive at Tatham-Laird, Chicago, where he handled accounts of Procter & Gamble, American Family Products and Bauer & Black.

Pat Fitzgerald joins Robert Blake Co., Beverly Hills, as associate. Miss Fitzgerald was formerly with Ardmore & Donohue, that city.

Marc I. Epstein, assistant product manager of Lever Bros., N. Y., joins Ted Bates & Co., that city, as assistant account executive.

Mickey Trenner, former tv producer-director at Grey Adv., Los Angeles, joins Kenyon & Eckhardt, that city, in charge of tv-radio and commercial production.

Anthony M. Costanzo, formerly manager of pr department at Fuller & Smith & Ross, N.Y., appointed pr director of Dunwoodie Assoc., Garden City, N. Y.

AAW officers

Lee Fondren, station manager and director of sales for KLZ Denver,, elected president of Advertising Assn. of The West for coming year at annual AAW convention in Seattle (see story this issue). Other AAW officers are: **Robert Hemmings,** Smith & Hemmings, Los Angeles, senior vp; **Josephine Brooker,** Buttreys Dept. Store, Great Falls, Mont., vp at large; **Walter Terry,** Johnson & Lewis, San Francisco, secretary; **Herbert L. Price,** Newspaper Agency Corp., Salt Lake City, treasurer.

Harry B. Wasserman, vp and director of sales, Bymart-Tintair, N.Y., named vp senior brands manager, Lanolin Plus, that city.

Sylvester J. Cleary, formerly marketing coordinator at The Mennen Co., Morristown, N.J., promoted to merchandising manager. He is succeeded by **Donald L. Gallagher.**

Wilson Goss elected vp of Joseph F. Cavanaugh Ltd., Milwaukee and general manager of new Dallas offices. **Hilery**

Maxon appoints four new vps

Mr. Beatty

Mr. McGuire

Miss Adams

Mr. Lewis

Announcement has been made by Maxon Inc., Detroit, of the appointment of four new vps. They are: **Perce C. Beatty,** media director, Detroit; **William M. Lewis,** broadcast production head; **Dorothy Adams,** account supervisor; **Thomas P. McGuire,** media director, all New York. Lou R. Maxon, agency president, made the appointments.

Which agency has the best-groomed men?

We assume Norman, Craig & Kummel wins heads down. Judging by the amount of hair tonic these fellows sell over WICE radio — and figuring on a proportionate use of free samples back at the shop — NC&K gents must look handsome all day — and without grease.

We wish they'd send us a complimentary bottle. After 24 hours of broadcasting pop music, news, public service shows and fine commercials like NC&K's, we don't always look so good. Ahh, but that's the price we pay for being the live-wire station in Providence.

Try us soon. For hair slickum or whatever.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

Mather, formerly staff member of Don Baxter, Dallas, named account executive and production supervisor.

Daniel J. Connolly, formerly controller at Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., joins Foote, Cone & Belding, that city, as account department supervisor and office manager.

Nita Nagler, formerly media director for Six Month Floor Wax and Tuck Tape, Product Services, N. Y., joins Del Wood Assoc., that city, as account executive.

Edwin Parkin, advertising promotion manager at Haire Publishing Co., N. Y., joins Wertheim Adv., that city as account executive and general administrative assistant.

Dolores Doyle, formerly of Potts-Woodbury, N. Y., joins Doyle Dane Bernbach, that city, as associate fashion director.

Alden F. Hays named pr director and copy chief for Merritt Owens Adv., Kansas City, Kan. Mr. Hays formerly was merchandiser with Vendo Co., Kansas City, Mo.

William G. Wolfe, senior copywriter at BBDO, N. Y., joins The Kudner Agency, that city, as copy supervisor.

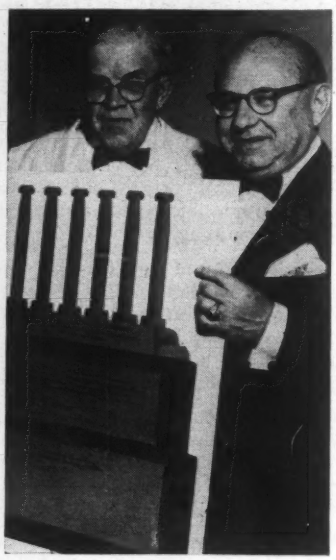
Arthur Gray, formerly of Miller, Bacon, Avrutis & Simon Adv., Miami, joins Kastor, Hilton, Chesley, Clifford & Atherton as account supervisor in new Miami office.

U. (Bud) Galanos, formerly creative director at Keyes, Madden & Jones, N. Y., joins Lennen & Newell, that city, as account executive on General Aniline & Film Corp.

Lowell Farley, formerly with RCA's pr department, joins Fuller & Smith & Ross, that city, as pr account executive.

William M. Petti, art director at BBDO, N. Y., succeeds **Arthur G. Wolfrum** as head art director.

Wayne Tiss, vp of BBDO, Los Angeles, appointed to board of trustees, Screen Actors Guild.



Jacobs' Fellowship

The Morris E. Jacobs Fellowship, to be awarded annually to a graduate of the School of Journalism at the U. of Missouri studying for a Master's degree in that subject has been announced by Bozell & Jacobs, Omaha, Neb. At right **Morris Jacobs,** board chairman of B&J, accepts the presentation from **Roy H. Wensberg,** manager of Bozell & Jacobs, Seattle, Wash., acting on behalf of the firm's key executives.

Alfred Norcott, corporate secretary of Kenyon & Eckhardt, N. Y., elected to additional responsibilities of controller. **Hilton N. Wasserman,** vp and personnel services director, elected administrative vp, and **Fred Hauser,** manager of employment and training, succeeds Mr. Wasserman.

Charles (Skip) Webster appointed publicity director of tv department of Rogers & Cowan, Beverly Hills. Mr. Webster formerly was assistant director of press information for CBS-TV and previously was network publicist assigned to *Playhouse 90.*

Bonnie Moonahan and **Ann Elder** join copy staff of North Adv., Chicago. Miss Moonahan formerly handled copy-contract for H. M. Gross Adv., Chicago, and previously, director of advertising for Exchange National Bank. Miss Elder was copywriter-producer at Allied Adv., Cleveland.

THE MEDIA

John H. Clark, account executive at WFOX Milwaukee, appointed general manager of WAVO Avondale Estates, Ga.

James J. Dunham joins WITI-TV Milwaukee as account executive. He formerly held similar position at WXIX (TV), that city.

Ted Carlsen appointed general sales manager of KCPX-AM-FM Salt Lake City. Mr. Carlsen was station manager of KRAK-AM-FM Stockton, Calif., and general sales manager for KIRO-AM-FM Seattle.

Mr. Golombeck

Herbert Golombeck, vp and general manager of WPLO-AM-FM Atlanta, elected vp of Plough Broadcasting, licensee of station, with headquarters in Memphis, Tenn. **Bud Curry,** sales manager, succeeds Mr. Golombeck as general manager. **Dean L. Aldrich,** formerly manager of WMDN Midland, Mich., replaces Mr. Curry as sales manager. Plough stations are: WMPS Memphis, Tenn.; WJJD Chicago; WCOP-AM-FM Boston; WCAO-AM-FM Baltimore and WPLO-AM-FM.

Fred Gibson promoted to sales manager at WBTV (TV) Charlotte, N. C. He served on sales staff since joining WBTV four years ago. **Van Weatherspoon** named sales supervisor.

Earl R. Harper, sports and special events announcer, named sales manager for WHIH Portsmouth, Va. (formerly WLOW).

Carmine Iannucci named chief engineer for WNHC-AM-FM-TV New Haven, Conn. He succeeds **Howard Wessenberg,** who resigned to join South American operations of NBC. Mr. Iannucci formerly was staff engineer, technical director, supervisor and assistant chief engineer since joining station in 1951.

BROADCASTING EXECUTIVES--REPS--AGENCIES

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Mr. Graff

E. Jonny Graff named general manager of WNTA-AM-FM Newark, N. J. He was vp in charge of eastern sales and member of board of directors of NTA. Prior to joining NTA organization, Mr. Graff was vp in charge of sales with Snader Telescriptions. In 1948, he pioneered in tv as program director and production head at WBKB (TV) Chicago.

Wendell B. Campbell, managing director of KGBS Los Angeles, elected vp of Standard Broadcasting Co., owner-operator of station and wholly-owned subsidiary of Storer Broadcasting Co. Mr. Campbell previously was vp, RKO Teleradio Pictures in charge of Pacific Coast sales for RKO radio and tv properties.

Robert E. Mitchell, formerly vp and general manager of WINZ Miami, appointed general sales manager of WGBS, that city. **Norman Palmer,** national sales manager of WGBS-AM-FM, named local sales representative for WJW-AM-FM-TV Cleveland.

Heyward L. Siddons appointed program-sales coordinator for Protestant Radio & Television Center. Mr. Siddons formerly was tv program director for KOA-AM-TV Denver and later, account executive with National Telefilms Assoc.

Ogden L. Prestholdt named director of CBS Radio's newly formed Engineering Dept. He formerly was manager of radio frequency measurements and analysis for CBS-TV. Other appointments: **Henry Korkes** named to head special projects; **Arthur G. Peck,** director of network operations, appointed director of broadcast operations; **Mason Escher** promoted to manager of technical services; and **Harry Gleaser** named manager of broadcast operations.

Kenneth Leslie named local sales coordinator for KYA-AM-FM San Francisco. He formerly was sales manager of WNBF-AM-FM Binghamton, N. Y.

Roger Barkley appointed program director for KLAC-AM-FM Los Angeles. He formerly held similar position at KIMN Denver.

Wayne Yerxa joins KMSP-TV Minneapolis-St. Paul as account executive.

Wilfred W. (Woody) Woods, assistant manager of WHO-AM-FM-TV Des Moines, Iowa, retires.

Robert F. Heflin, formerly assistant treasurer, Century Chemical Corp., N. Y., joins Adam Young Co., that city, in similar capacity.

John D. Gibbs, general manager of KQV Pittsburgh, elected vp of licensee Allegheny Broadcasting Inc., subsidiary of ABC-Paramount Theatres Inc. Mr. Gibbs has been associated with station for 16 years, joining as news reporter in 1945. Before becoming general manager in March 1960, Mr. Gibbs was program and sales coordinator.

Oliver Allen named coordinating director and production manager of WOAK Atlanta and WRMA Montgomery. Mr. Allen formerly was program director of WRAP Norfolk, Va.

Bob Martin, program director of KPHO-TV Phoenix, assumes additional duties of director of programming, succeeding **Al Rau,** who becomes executive in Phoenix publishing firm. Mr. Martin previously served as manager of KPHO radio.

William R. Furnell, formerly of KCRA-TV Sacramento sales staff, joins Robert E. Eastman & Co., national radio representative, San Francisco, in same capacity. **Jack Kabateck,** who was with Torbert, Allen & Crane, station representative, San Francisco, joins Los Angeles office.

William P. Hessian Jr. joins KPIX (TV) San Francisco as account executive, replacing **Robert M. Miggins,** promoted to assistant sales manager. Mr. Hessian formerly was sales manager at KSBW-AM-FM-TV Salinas, Calif.

James H. Fuller, who was director of creative sales and member of board of directors at Robert E. Eastman Co., N. Y., rejoins CBS Radio as account executive. Mr. Fuller had been with CBS Radio sales staff from 1955-1957.

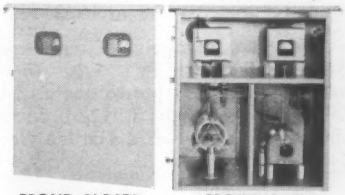
Clayton H. Brace, assistant to president of KLZ-AM-TV Denver, elected president of Colorado Broadcasters Assn. Others elected: **Mason Dixon,** general manager of KFTM Fort Morgan, vp; **Bob Martin,** KMOR Littleton, secretary-treasurer; **Lloyd Allen,** KGIW Alamosa, board of directors and **Jerry Fitch,** KGLN Glenwood Springs, board of directors.

Bob Miller, WWNR Beckley, elected president of newly formed West Virginia AP News Directors Assn. founded last month. Others elected: **Jack Johns,** WCIG Morgantown, vp; **Charles Monzella,** AP radio news editor, Charleston bureau, secretary.

Don Tuckwood, KTVK (TV) Phoenix, elected president of Phoenix Chapter of Academy of Television Arts & Sciences. Others elected: **Paul Hughes,** Paul Hughes Public Relations, first vp; **Jeanne Metzger,** Hallcraft Homes, second vp; **Dr. Richard Bell,** KAET-TV Phoenix, treasurer and **Virginia O'Shaughnessy,** Phoenix Tee Vee, secretary.

Continental's

ANTENNA COUPLING EQUIPMENT



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John T. McLean, manager of radio promotion and research at WDAF Kansas City, promoted to director of sales development at WDAF-AM-FM-TV. **W. Judson Woods,** director of promotion and research, named to head expanded department which will handle promotion for both radio and tv.

Herbert F. Tank, chief transmitter engineer of WWJ-AM-FM-TV Detroit and broadcast veteran of 38 years, retires. He joined WWJ in 1923.

Rod Lea, formerly of engineering staff of KTTV (TV) Los Angeles, named writer and production assistant for station. Mr. Lea will also be associated with KGGK-FM Garden Grove, Calif.

Lew Clawson named program manager for WWVA-AM-FM Wheeling, W. Va. He formerly was sports broadcaster.

Joseph Millman, formerly comptroller, Atkins Wood Products Corp., N. Y., joins Herald Tribune Radio Network, N. Y., in same capacity.

Steve Fentress, after completion of year's CBS News fellowship at Columbia U., has returned to news staff of KMOX-TV St. Louis as writer-producer-director.

Vernon D. Goldsmith, promotion copywriter, ABC-TV, joins WFYI Garden City, N. Y., sales staff.

Howie Sagor joins KSET El Paso, Tex., as announcer, following service with Armed Forces Network in France.

Daniel J. Hunter joins WFDF Flint, Mich., as director of public affairs. He formerly was staff member of WDAD Indiana, Pa. **Carl Barger,** production director of WFDF, promoted to program director.

Pat Ryon named program coordinator of WMDN Midland, Mich. **Bill Robbins** appointed record librarian.

Joe Augello appointed news director for WOHO Toledo, Ohio. **Ted Barbone** replaces Mr. Augello as air personality on WOHO's morning show. **Art Lynn** also joins station as air personality.

Leslie R. Shope, retired advertising manager of Equitable Life Assurance Society, N. Y., named president of Radio Free Europe Fund, succeeding **John M. Patterson. Andre F. Rhoads,** vp, field operations, named executive vp, while **William J. Greene Jr.,** former regional vp, succeeds him in field operations.

Bob Chase, formerly disc jockey at WIND Chicago, joins WQXI Atlanta in same capacity.

Gene Anthony, WDRC Hartford, Conn., personality, joins WACE Springfield, Mass. in similar capacity.

Dean Webber joins KLIV San Jose, Calif., as disc jockey. He formerly was with KXOA Sacramento, Calif., in similar capacity. **Dick Huston,** formerly program director at WTOD Toledo, Ohio, also joins KLIV.

Mr. Cornell

Cameron Cornell, news director of WGSA Savannah, joins WMCA New York in same capacity. Mr. Cornell was also documentary producer at ABC Radio and chief news editor-commentator of former DuMont Television Network.

PROGRAMMING

James T. Victory, syndication sales director at CBS Films, N. Y., appointed general sales manager.

Anthony Rizzo, western division manager of Del Wood Assoc., joins western sales division of Independent Television Corp.

Leo Soroka named to staff of UPI's National Radio Div., Chicago. **Andrew J. Reese** succeeds Mr. Soroka as bureau manager of UPI, Memphis, Tenn. Mr. Reese formerly was UPI bureau manager, Jacksonville, Fla.

Bud Yorkin named to produce and direct Danny Kaye special on CBS-TV in November. Mr. Yorkin, four-time Emmy award winner, produced 1958 and 1959 award-winning Fred Astaire tv specials and *Bobby Darin and Friends* special last January.

EQUIPMENT & ENGINEERING

Melvin C. Oelrich promoted to president of American Concertone, Culver City, Calif. Mr. Oelrich joined firm as general manager in 1958.

Theodore S. Hoffman named vp and manager of Semiconductor Div. of Hoffman Electronics Corp., Los Angeles. He succeeds **Dr. Morton B. Prince,** appointed chief scientist and divisional vp of Semiconductor Div.

Kenneth M. Lord elected vp of manufacturing and purchasing for Raytheon Co., Bedford, Mass. Mr. Lord resigned as vp and general manager of military products division of General Dynamics Electronics to take newly-created post.

Frank A. Astrologes elected vp, finance, for Oak Manufacturing Co., Crystal Lake, Ill. Mr. Astrologes formerly was vp, finance, for Burlington Industries, Montreal, Canada.

Frank A. Gunther, president of Radio Engineering Laboratories, Long Island, N. Y., elected president of Armed Forces Communications & Electronics Assn.

William J. LaHiff, sales manager of research and development, Budd Electronics Co., N. Y., appointed general manager, Farmingdale Div., Dynamics Corp. of America.

Eugene F. Peterson, manager, consumer goods export department, International General Electric Co. division, N. Y., elected vp, marketing, consumer and industrial products, ITT. As manager of marketing in radio-tv department of GE's electronics div., Mr. Peterson was responsible for all U. S. marketing of radio-tv-high fidelity products.

Eugene D. Warren and **John J. Leay** named director of engineering and chief engineer, respectively, for newly created engineering division of Theatre Network Television, N. Y. Mr. Warren formerly was manager of CBS-TV effects service department and Mr. Leay was CBS-TV engineer in charge of special effects.

Harold M. Winters, manager of east central regional sales, RCA Sales Corp., N. Y., resigns because of ill health.

ALLIED FIELDS

Edgar G. Shelton Jr. announces formation of firm in his name offering services in field of national affairs and pr. Mr. Shelton formerly was vp of ABC and earlier, consultant on special pr projects to Vice President Lyndon B. Johnson. Firm is located at 1735 DeSales St., N.W., Washington, D. C.

INTERNATIONAL

Archbishop Bernard J. Sheil of Chicago appointed Vatican's advisor in matters of press, radio and tv.

DEATHS

Anthony M. Quinn, 62, secretary-treasurer of KHJ-AM-TV Los Angeles and KFRC San Francisco, died June 25 at St. Joseph's Hospital, Burbank, Calif., following short illness. Mr. Quinn, broadcast executive since 1932, was at one time chief auditor of Don Lee Broadcasting System.

Henry Doorly, 81, retired board chairman of *The Omaha* (Neb.) *World-Telegram* (licensee of KEWH-TV Omaha), died June 26. Mr. Doorly has been inactive in business since last year.

Arthur Good, 49, film manager of RKO General, N. Y., died June 28 at Middlesex General Hospital, New Brunswick, N. J., following heart attack.

Frank H. Coffin, 50, local sales manager of KOIN-TV Portland, Ore., since sign-on in 1953, died June 27 after extended illness. Mr. Coffin was broadcast veteran of 23 years.

E. G. Hines, 42, on staff of Bozell & Jacobs, Seattle, died June 27 in air crash near Lapush, Wash.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part, participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 No network service; 11:30-11:55 *Camera Three*, sust.; 11:55-noon *Sunday News*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:15 *News*, sust.; 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week*, part.
NBC-TV *Major League Baseball*, various regional.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Eichmann on Trial*, sust.; 4:30-5 *Issues & Answers*, sust.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel; 5:30-6 *Rocky & His Friends*, Gen. Mills, Amer. Chicle, Peter Paul.
CBS-TV 5-5:30 *Accent*, sust.; 5:30-6 *Ted Mack & The Original Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 No network service; 5:30-6 *This is NBC News*, Gulf.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents*, part.
CBS-TV 6-6:30 *I Love Lucy*, part; 6:30-7 *Twentieth Century*, Prudential.
NBC-TV 6-6:30 *Meet the Press*, co-op; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney*, cont.; 7:30-8:30 *Maverick*, Kaiser, Armour, Noxzema, R. J. Reynolds, duPont.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis the Menace*, Best Foods, Kellogg.
NBC-TV *Shirley Temple*, Nabisco, Beechnut, Walt Disney, Fedders, Gen. Foods.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak.
NBC-TV 8-8:30 *National Velvet*, Rexall; 8:30-9 *Tab Hunter Show*, P. Lorillard, Westclox.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers; 9:30-10:30 *The Asphalt Jungle*, Speidel, Gillette, Amer, Chicle, Beecham, Cluett Peabody, Pepsi-Cola.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Holiday Lodge*, Lever, State Farm.
NBC-TV *NBC Mystery Theatre*, Dumas-Milner, P&G, Ponds, Mennen.

10-11 p.m.

ABC-TV 10-10:30 *Asphalt Jungle*, cont.; 10:30-11 *This Week Around the World*, sust.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line*, Kellogg, All State.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Warner-Lambert, alt.; 10:30-11 *This is Your Life*, Block Drug.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall, alt. with Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy*, part.; 10:30-11 *Video Village*, part.
NBC-TV 10-10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Morning Court*, part.; 11:30-12 *Love That Bob*, part.
CBS-TV 11-11:30 *Double Exposure*, part.; 11:30-12 *Surprise Package*, part.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Number, Please*, part.
CBS-TV 12-12:30 *Love of Life*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Truth or Consequences*, part.; 12:30-12:55 *It Could Be You*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 No network service; 1:25-1:30 *Midday News*, sust.; 1:30-2 No network service.
CBS-TV 1-1:05 *News*, sust.; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Face the Facts*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Jan Murray Show*, part.; 2:30-3 *Lorretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-4 *The Verdict Is Yours*, part.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *From These Roots*, part.

4-5 p.m.

ABC-TV *American Bandstand*, part.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-5 *Here's Hollywood*, part.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Rocky & His Friends*, (Tue., Thur.); *Rin Tin Tin*, (Mon., Fri.); *Lone Ranger*, (Wed.); part.
CBS-TV 5-5:10 *Five O'Clock News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, sust.; 6:15-7:30 No network service, except Tue. 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, sust.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Miles, P&G, Ralston, American Tobacco, Edward Dalton, Bristol-Myers.
CBS-TV *To Tell The Truth*, American Home, R. J. Reynolds.
NBC-TV 7:30-8:30 *The Americans*, Dow, Mead-Johnson, Max Factor, Reader's Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Surfside 6* Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation; 8:30-9 *Bringing Up Buddy*, Scott.
NBC-TV 8-8:30 *The Americans cont.*; 8:30-9 *Wells Fargo*, American Tobacco, Beechnut.

9-10 p.m.

ABC-TV 9-9:30 *Surfside 6*, cont.; 9:30-10:30 *Adventures in Paradise*, Whitehall, J.B. Williams, Noxema, L&M, Amer. Chicle, Union Carbide.
CBS-TV 9-9:30 *Spike Jones Show*, Gen. Foods; 9:30-10 *Ann Sothern Show*, Gen. Foods.
NBC-TV 9-9:30 *Whispering Smith*, R. J.

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TV SPECIALS FOR JULY, AUGUST & SEPTEMBER

CBS-TV

July 15: 10-11 p.m.
Miss Universe Beauty Pageant, Procter & Gamble.
July 29: 5:30-6:30 p.m.
PGA Golf Tournament, Renault, Williamson Dickie.
July 30: 4:30-6 p.m.
PGA Golf Tournament, Renault, Williamson Dickie.
Aug. 6: 10-11 p.m.
Family Classics, Breck.
Sept 9: 9:30-12 midnight
Miss America Pageant, TBA.
Sept. 18: 10-10:30 p.m.
The Alan King Show, TBA.
Sept. 27: 10-11 p.m.
Carnegie Hall Salutes Jack Benny Kitchens of Sara Lee.

NBC-TV

July 4: 10-11 p.m.
Project 20: The Great War (repeat), Lipton.
July 11: 10-11 p.m.
Project 20: Those Ragtime Years, Purex.
July 18: 10-11 p.m.
The Purex Special For Women: The Single Woman, Purex.
July 25: 10-11 p.m.
The Purex Special For Women: The Trapped Housewife. Purex.
July 31: 2:45 p.m. to conclusion
31st All-Star Baseball Game, Gillette, Chrysler.
Aug. 1: 10-11 p.m.
The Purex Special For Women: The Cold Woman, Purex.
Aug. 8: 10-11 p.m.
The Purex Special For Women: The Working Mother, Purex.
Aug. 9: 10-11 p.m.
Jimmy Durante Show, Brewers Assoc.
Aug. 22: 10-11 p.m.
The Purex Special For Women: Mother & Daughter, Purex.
Aug. 29: 10-11 p.m.
The Purex Special For Women: Change Of Life, Purex.
Sept. 5: 10-11 p.m.
Margaret Bourke-White Story, Purex.
Sept. 12: 10-11 p.m.
Project 20: The Will Rogers Story (repeat), Purex.

Reynolds, Warner-Lambert; 9:30-10 *Concentration*, P. Lorillard.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds.
CBS-TV 10-10:30 *Glenn Miller Time*, Gen. Foods, P. Lorillard; 10:30-11 *Brenner*, P&G.
NBC-TV 10-10:30 *Barbara Stawyck Show*, Amer. Gas Assn.; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Colgate.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, P&G, Pepsi-Cola, R. J. Reynolds, Gold Seal.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G; 8:30-9 *Wyatt Earp*, P&G, Gen. Foods.
CBS-TV 8-8:30 *Father Knows Best*, Lever, Scott; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, Revlon.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, Simoniz, Gillette, Miles, Ralston, Gen. Foods.
CBS-TV 9-9:30 TBA; 9:30-11 *Playhouse 90* part.
NBC-TV *Thriller*, Helene Curtis, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa; 10:30-11 No network service.
CBS-TV *Playhouse 90*, cont.
NBC-TV *Specials*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Brillo, Derby, duPont, Coleman, P. Lorillard.
CBS-TV 7:30-8:30 *Malibu Run*, part.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Revlon, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of Ozzie & Harriet*, Eastman Kodak, Coca-Cola.
CBS-TV 8-8:30 *Malibu Run*, cont.; 8:30-9 *Danger Man*, Brown & Williamson, Kimberly Clark.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price Is Right*, Lever.

9-10 p.m.

ABC-TV *Hawiian Eye*, Whitehall, American Beecham, Carter, Lever, P. Lorillard, Corn Products, Miles, Edward Dalton.
CBS-TV 9-9:30 *Angel*, S. C. Johnson, Gen. Foods; 9:30-10 *I've Got A Secret*, R. J. Reynolds, Bristol-Meyers.
NBC-TV *Kraft Mystery Theatre*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, Amer. Chicle, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, duPont, Haggar Slacks.
CBS-TV *U.S. Steel Hour-Circle Theatre*, U.S. Steel alt. with Armstrong Cork.
NBC-TV 10-10:30 *It Could Be You*, P&G; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-up.
CBS-TV 7:30-8:30 *Summer Sports Spectacular*, part.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, Pillsbury, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Sports*, cont.; 8:30-9 *Zane Grey Theatre*, part.
NBC-TV *Outlaws*, cont.; *Bat Masterson*, part.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, Corn Products.
CBS-TV *Gunslinger*, R. J. Reynolds, Gillette, Union Garbide.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home; 9:30-10 *Great Ghost Tales*, Ford.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Silents, Please*, Dutch Masters, Campbell, Quaker.
CBS-TV *Face The Nation* and *CBS Reports*, alt., part.
NBC-TV 10-10:30 *The Groucho Show*, Block Drugs, Toni; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel.
CBS-TV 7:30-8:30 *Rawhide*, part.
NBC-TV *Happy*, duPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *One Happy Family*, sust.; 8:30-9 *Five Star Jubilee*, Massey-Ferguson.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Adventure Theatre*, L&M.
NBC-TV 9-9:30 *Lawless Years*, Brown & Williamson, Alberto-Culver; 9:30-10 *Westinghouse Playhouse*, Westinghouse.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G; 10:30-11 *Law & Mr. Jones*, P&G, Simoniz, P. Lorillard.
CBS-TV 10-10:30 *Twilight Zone*, L&M, Colgate; 10:30-11 *Person To Person*, part.
NBC-TV *Michael Shayne*, P. Lorillard, Dow, Oldsmoblie, P&G, Max Factor.

SATURDAY MORNING & AFTERNOON

9-10 a.m.

ABC-TV No network service.
CBS-TV 9-9:30 No network service; 9:30-10:30 *Captain Kangaroo*, part.
NBC-TV 9-9:30 No network service; 9:30-10 *Pip the Piper*, Gen. Mills.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, cont.; 10:30-11 *Mighty Mouse Playhouse*, Colgate.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Cracker Jack, Prewitt, Remco, Amer. Doll & Toy; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets; 11:30-12 *Lone Ranger*, Gen. Mills.

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Saturday News with Robert Trout*, sust.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-4 No network service; 4-5 *ABC's World of Sports*, R. J. Reynolds, Gen. Mills, Carter, Humble Oil, Bristol-Myers and sust.
CBS-TV *Baseball Game of the Week*, part.
NBC-TV *Major League Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *ABC's World of Sports*, cont.; 6-7 No network service; 7-7:30 *Matty's Funday Funnies*, Mattel.
CBS-TV No network service.
NBC-TV 5-5:30 TBA; 5:30-6 *Captain Gallant*, Gen. Mills; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Gillette, Simoniz, Mennen, Derby.
CBS-TV 7:30-8:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, P&G.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It To Beaver*, Ralston, Colgate.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly-Clark.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams.
CBC-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers; 9:30-10:30 *The Nation's Future*, sust.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand; 10:30-11 No network service.
NBC-TV 10-10:30 *Nation's Future*, cont.; 10:30-11 No network service.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 22 through June 28. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

***Redding, Calif.—Northern California Educational Tv Assn. Inc.** vhf ch. 9 (186-192 mc); ERP 31.19 kw vis., 15.59 kw aur.; ant. height above average terrain 3,576 ft., above ground 97 ft. Estimated construction cost $123,817, first year operating cost $71,073. Post Office address 3580 Sunset Dr. Redding. Studio location Redding, trans. location Shasta Bally Mountain. Geographic coordinates 40° 36′ 08″ N. Lat., 122° 39′ 00″ W. Long. Trans.: RCA TT-5A, ant. RCA TF-6AH. Legal counsel Krieger & Jorgensen, Washington, D. C.; Consulting engineer Russell B. Pope. Ann. June 23.

Santa Maria, Calif.—M&M Telecasters vhf ch. 12 (204-210 mc); ERP 23.75 kw vis., 12.44 kw aur.; ant. height above average terrain 827 ft., above ground 150 ft. Estimated construction cost $135,660.45, first year operating cost $220,000, revenue $270,000. Post Office address 4540 Garfield St. La Mesa, Calif. Studio location Santa Maria; Trans. location 8.5 miles southeast of Santa Maria. Geographic coordinates 34° 50′ 25″ N. Lat., 120° 22′ 56″ W. Long. Trans. Gates BT-5C, ant. Jampro JATV68/H. Legal counsel A. L. Stein, Washington, D. C. Consulting engineer Mal Mobley Jr., Northridge, Calif. Principals: **Daniel E. Molina** (66.66%), **L. E. Manseau** (33.33%). Mr. Molina owns Bombay, India station representative business; Mr. Manseau owns real estate development firm and 50% interest in date grove. Ann. June 26.

Corbin, Ky.—Ken-Ten-Va Telecasting Co. uhf ch. 16 (482-488 mc); ERP 494 kw vis., 247 kw aur.; ant. height above average terrain 467 ft., above ground 257 ft. Estimated construction cost $317,159, first year operating cost $93,500 revenue $325,000. P. O. address Rt. 1 Barbourville, Ky. Studio and trans. location Corbin. Geographic coordinates 36° 55′ 59″ N. Lat., 84° 07′ 02″ W. Long. Trans. RCA TTU 25 B, ant. RCA TFU 21C. Consulting engineer Gautney & Jones, Washington, D. C. **Beckham Garland**, sole owner, owns general merchandise store, 75% of oil-products distribution business, 50% of oil and gas leasing firm and 50% of well drilling business. Ann. June 28.

Existing tv stations

ACTIONS BY FCC

KGIN-TV Ch. 11 Grand Island, Neb.—Granted mod. of cp to increase vis. ERP from 0.275 kw to 316 kw and aur. ERP from 0.162 kw to 158 kw, change trans. site from Grand Island to site 33 miles southwest thereof, increase ant. height from 200 ft. to 1,020 ft., and change type trans. and ant. Action June 21.

WTPA (TV) ch. 27 Harrisburg, Pa.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Harrisburg-York-Lebanon station. Action June 21.

New am stations

ACTION BY FCC

West Memphis Ark.—Newport Bcstg. Co., Granted 730 kc, 250 w D. P. O. address Sudbury Bldg., Blytheville, Ark. Estimated construction cost $23,700, first year operating cost $48,000, revenue $55,000. Applicant is licensee of KNBY Newport, Ark. Action June 23.

APPLICATIONS

Liberty, Ky.—Patrick Henry Bcstg. Co. 1560 kc; 250 w D. P. O. address Lebanon, Ky. Estimated construction cost $7,210; first year operating cost $21,900; revenue $29,850. **James T. Whitlock**, sole owner, is general manager of WLBN Lebanon, Ky., and has been owner of newspaper and drive-in restaurant. Ann. June 23.

Deer Lodge, Mont.—Powell County Bcstg. Co. 1400 kc; 250 w unl. P. O. address 402 N. 2 St. Douglas, Wyo. Estimated construction cost $9,500; first year operating cost $18,000; revenue $30,000. **James R. Wheeler,** 99% owner, has been engineer for various stations and has owned radio and electrical service and repair business. Ann. June 27.

Dimmitt, Tex.—High Plains Bcstg. Co. 1470 kc; 500 w D. P. O. address box 794 Dimmitt. Estimated construction cost $25,000; first year operating cost $24,000; revenue $30,000. Principals: **Jay Taylor, Steve Taylor** (each 50%). Jay Taylor has oil and livestock interests; Steve Taylor has farming and insurance interests. Ann. June 28.

Existing am stations

ACTIONS BY FCC

WFIX Huntsville, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; remote control permitted; engineering conditions. Chrm. Minow not participating. Action June 21.

WLAY Muscle Shoals, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Chrm. Minow not participating. Action June 21.

KFAR Fairbanks, Alaska—Waived Sec. 3.13 of rules and granted authority to Feb. 1, 1963 (expiration of license term) to operate with 1 kw auxiliary trans. between midnight and 6 a.m. in lieu of regular 10 kw operation on 660 kc. Action June 21.

WCRW Chicago, Ill.—Granted increase of power from 100 w to 250 w, continued operation on 1240 kc sharing time with WEDC and WSBC Chicago; engineering conditions. Action June 21.

WJOB Hammond, Ind.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Comr. Ford dissented. Action June 21.

WSAL Logansport, Ind.—Granted increase of daytime power from 250 w to 1-kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action June 21.

WSTR Sturgis, Mich.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action June 21.

KTTS Springfield, Mo.—Granted waiver of Sec. 3.188 (d) of rules to permit 1 kw daytime operation using roof-top ant.; engineering condition. Action June 21.

WAGY Forest City, N. C.—Granted increase of power on 1320 kc from 500 w to 1 kw, continued daytime operation; engineering condition. Action June 21.

WVOS Liberty, N. Y.—Granted application to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; remote control permitted; engineering condition and (1) construction not to be commenced until decision has been reached in proceeding involving application to increase daytime power of WGBB Freeport, N. Y., and (2) grant is without prejudice to whatever action commission may deem warranted as result of any final determination reached by commission with respect to application of Catskill Bcstg. Co. for new station in Ellenville, N. Y., and of Sullivan Bcstg's. application for renewal of license of WVOS. Action June 21.

KUMA Pendleton, Ore.—Granted change of DA (continued operation on 1290 kc, 5 kw, unl.) from DA-2 to DA-N; remote control permitted. Action June 21.

KETX Livingston, Tex.—Granted increased power from 1 kw to 5 kw, continued operation on 1440 kc, D; engineering condition. Action June 21.

WRDB Reedsburg, Wis.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering condition and construction not to be commenced until decision has been reached on application for increased daytime power of WRJN Racine. Action June 21.

WRIG Wausau, Wis.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; remote control permitted; engineering condition and construction not to be commenced until decision has been reached on application for increased daytime power of WRJN Racine. Action June 21.

APPLICATION

WBUY Lexington, N. C.—Cp to change hours of operation from D to unl., using power of 1 kw-N, 5 kw-D, specify new site for nighttime operation employing DA-N, and install new trans. (two-site operation—no change daytime). Requests waiver of Sec. 3.28(c) of rules. Ann. June 27.

New fm stations

ACTIONS BY FCC

***Wheaton, Ill.—Trustees of Wheaton College** Granted 88.1 mc, 10 w. Estimated construction cost $1,765, first year operating cost $2,900. Action June 21.

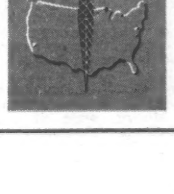
Cedar Rapids, Iowa—Don-Lo Bcstg. Inc. Granted 98.1 mc, 4.19 kw. Ant. height above average terrain 242 ft. P.O. address 1010 North Ave., Sheboygan, Wis. Estimated construction cost $12,340, first year operating cost $5,000, revenue $5,000. Principals include **John D. Harvey** (38%), **W. R. McClenahan** (30%), **David D. Daly, Clifford R. Schneider** and **Gunner B. Johnson** (10% each). Mr. Harvey was vp of WOSH Oshkosh, Wis., until Sept. 1960. Mr. McClenahan was general manager, KWEB Rochester, Minn., until Dec. 1960. Drs. Daly and Schneider are surgeons. Mr. Johnson is in floor-covering business. Company has applied to buy cp of KHAK Cedar Rapids. Action June 21.

Carrollton, Mo. — Homeland Enterprises Inc. Granted 101.1 mc, 105 kw, unl. Ant. height above average terrain 276 ft. P.O. address 215 S. Main St. Estimated construction cost $80,771, first year operating cost $25,000, revenue $35,000. **R. Hamilton Stanton** owns over 95%. He operates clinic and hospital. Action June 21.

Bartlesville, Okla.—Quality Fm Broadcasters Inc. Granted 100.1 mc, 260 kw. Ant. height above average terrain 161 ft. P.O. address Box 691, Livingston, Mont. Estimated construction cost $6,972, first year operating cost $3,800, revenue $8,000. **Peter B. Wolcott**, sole owner, is radio announcer. Action June 21.

Alvin, Tex.—The Alvin Bcstg. Co. Granted 102.1 mc, 3.38 kw. Ant. height above average terrain 210 ft. P.O. address 1403 Adoue St. Estimated construction cost $29,541, first year operating cost $36,312, revenue

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

$37,960. **Odell V. Robinson** is majoriy owner (57.5%). **Alvin Bowling Lanes Inc.** and **K. F. Land & Building Co.** each hold 12.5%. Mr. Robinson owns insurance agency. Action June 21.

Longview, Tex. — Radio Longview Inc. Granted 105.7 mc, 6.2 kw. Ant. height above average terrain 302.6 ft. P.O. address Box 1866. Estimated construction cost $11,688, first year operating cost $1,200, revenue $6,500. Principals are **Mr. & Mrs. E. W. Mahone Jr.** (25% each), **H. A. Bridge Sr.** (5%) and **H. A. Bridge Jr.** (45%). They hold comparable interests in KLUE Longview and KMHT Marshall, Tex. Action June 21.

Wichita Falls, Tex.—Radio Wichita Falls Granted 95.1 mc; 3.75 kw. Ant. height above average terrain 430 ft. P.O. address Box 88, Wichita Falls. Estimated construction cost $14,568, first year operating cost $38,000, revenue $43,000. Principals include **Bob Lipscomb** (30%) and **David A. Kimbell** (50%). Mr. Lipscomb owns ad agency; Mr. Kimbell owns 25% of drilling and contracting firm. Action June 21.

APPLICATION

***Warrensburg, Mo. — Board of Regents, Central Missouri State College.** 90.9 mc; 8.7 w. Ant. height above average terrain 74.5 ft. P.O. address Central Missouri State College, Warrensburg. Estimated construction cost $4,319; first year operating cost $1,500. Ann. June 23.

Existing fm stations

ACTION BY FCC

KPOI-FM Honolulu, Hawaii — Granted waiver of Sec. 1.323(b) of rules and simultaneous grant of cp to replace expired permit for new class B fm station to operate on 97.5 mc; ERP 27.5 kw and ant. height minus 225 ft. Action June 21.

APPLICATION

***KFJC (FM) Mountain View, Calif.**—Cp to change frequency from 88.5 mc to 89.7 mc, increase trans. power output from 10 w 50 kw; ant. height above average terrain of 705 ft, change ant.-trans. and studio location, operate trans. by remote control and make changes in transmitting equipment. Ann. June 26.

Ownership changes

ACTIONS BY FCC

KWCX Willcox, Ariz.—Granted assignment of cp to Cochise Bcstg. Co. (Rex E. Allen, president); consideration $32,500. Action June 21.

KXO El Centro, Calif.—Granted transfer of control to KXO Inc. (mostly employees of KXO); consideration $242,296. Marco Hanan, transferee president, has minority interest in KLIV San Jose, and KXOA Sacramento. Action June 21.

WSEB Sebring, Fla.—Granted (1) renewal of license and (2) assignment of license to Highlands Bcstg. Corp.; consideration $40,-000. William K. Diehl, assignee president, is controlling stockholder of WISP Kingston, N. C. Chrm. Minow not participating. Action June 21.

WDCL Tarpon Springs, Fla.—Granted assignment of license to Consolidated Communities Corp. (WMBM Miami); consideration $250,000 and agreement not to engage in am operation in WDCL service area for 5 years. Chrm. Minow not participating. Action June 21.

WABR Winter Park, Fla.—Granted (1) renewal of license and (2) assignment of license to Contemporary Bcstg. Inc. (James H. Sawyer, president). Reflects compliance with proposed arrangement for creditors approved by Orlando Division, U. S. District Court. Chrm. Minow not participating. Action June 21.

WOKJ Jackson, Miss.—Granted (1) renewal of license and (2) assignment of license to Ni-Mac Bcstg. Inc.; consideration $90,000 and 900 shares of stock. James M. McLendon, assignee president, is half-owner of Dixieland and has major interest in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Chrm. Minow not participating. Action June 21.

KIMB Kimball, Neb.—Granted assignment of license to KIMB Inc. (Norton E. and Diana M. Warner and Wyman N. and Willa M. Schnepp); consideration $50,000. Schnepp family owns KNDY Marysville, Kan. Action June 21.

KENO Las Vegas, Nev.—Granted (1) renewal of license; (2) acquisition of negative control by Gordon B. Sherwood Sr. and Jr., and Leslie J. Craigen, as family group, through sale of 40 shares of stock by Frederick Von Hofen; (3) relinquishment of negative control by Sherwoods and Craigen through sale of 40 shares of treasury stock to Edwards R. Hopple, and (4) assignment of license and cp to Paradise Bcstg. Inc. (Maxwell Hurst, president), for consideration of $275,000. Action June 21.

WOHP Bellefontaine, Ohio — Granted transfer of control from James T. Sandonato and Thomas W. Talbot to D. L. Rike & Co. (John J. Cote, president); consideration $100,291 for 100% interest. Action June 21.

WHRW Bowling Green, Ohio—Granted (1) renewal of license and (2) assignment of license and cp to Voice of The Maumee Valley Inc. (controlled by Mr. Ward) and then (3) to WHRW Inc.; consideration to latter will be $225,000. WHRW Inc. of which Rev. H. Max Good is president, is wholly owned by The Memorial Foundation, Columbus, Ohio, which owns WPAR Parkersburg, W. Va. Chrm. Minow abstained from voting. Action June 21.

WCMW Canton, Ohio—Granted assignment of license to Douglas Properties Corp. (Sidney J. Collins, president); consideration $230,000. Action June 21.

KWRW Guthrie, Okla.—Granted assignment of license to Austin Oil Co. (Helen C. Oven, president); consideration $68,000. Action June 21.

KGAL Lebanon; KGAY Salem, both Oregon—Granted assignment of licenses from W. Gordon Allen & Associates to Radio Wonderful Williametteland Inc. (Glen M. Stadler, president, has 75% interest in KEED-AM-FM Springfield-Eugene); consideration $268,260 ($150,000 for KGAL and $118,260 for KGAY); grants are without prejudice to such action as commission may wish to take, if any, as result of its current inquiry into activities and operations of W. Gordon Allen. Chrm. Minow and Cmr. Ford dissented. Action June 21.

WECL Eau Claire, Wis.—Granted transfer of control from Gambo Inc., to WECL Inc. (Robert Nelson, president); consideration $100,000 for 100% interest. Action June 21.

APPLICATIONS

WBRC-AM-FM-TV Birmingham, Ala. — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KAMP El Centro, Calif.—Seeks transfer of 20% of stock in El Centro Radio Inc. from **Andrew E. Andreotti** (present owner of 60%) to **William H. Ellison** for $3,900. Mr. Ellison is general manager of KAMP. Ann. June 23.

KAGR Yuba City, Calif.—Seeks assignment of license from **James Emile Jaeger** to **Burnal B. Ballard** and **Monroe A. Behr** (each 50%), for $30,000. Mr. Ballard operates communications engineering repair and service organization and has been supervisor of transportation for wholesale grocery firm; Mr. Behr operates grocery store and retail building supplies business. Ann. June 27.

WSFB Quitman, Ga.—Seeks assignment of license from **J. E. Boyd** to **William F. Hoopes, J. T. Rowland** and **Danny E. Bailey** (each 33.33%), for $46,000. Mr. Rowland is manager of auto-tires store; Mr. Hoopes is present general manager of WSFB; Mr. Bailey is radio and tv entertainer. Ann. June 23.

KEEP Twin Falls, Idaho—Seeks transfer of 50% of stock in Radio Sales Corp. from **D. Spencer Grow** back to corporation to be held as treasury stock, giving 100% control to **R. W. Burden, Jr.**, present owner of other 50%; consideration to Mr. Grow $40,-000 plus $3,000-worth of advertising time per year over 10-year period. Ann. June 23.

WKYT (TV) Lexington, Ky.—Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KRIH Rayville, La.—Seeks assignment of license from **John A. Touchstone** to **C. Sellers Aycock Jr.** (99%) for $43,500 including option consideration. Mr. Aycock is owner of spot cotton-buying firm and has owned 25% of book shop. Ann. June 26.

WSOQ North Syracuse, N.Y.—Seeks transfer of 100% of stock in WSOQ Inc. from **Sol** and **Rebecca Panitz, Barry** and **Mae Winton** (each 25%) to **William J.** and **Vivian Warren** (each 50%), for total of $147,000. Mr. Warren owns 50% of WHLT Huntington, Ind. and has been general manager of WCAP Lowell, Mass.; Mrs. Warren owns other 50% of WHLT and is housewife. Ann. June 26.

WFMY-TV Greensboro, N.C.—Seeks transfer of 59.6% of stock in Greensboro News Co. from **Beverly C. Moore**, wife of and trustee for **Edwin B. Jeffress** (deceased) to herself as administrator c.t.a. of Mr. Jeffress' estate; no financial consideration involved. Ann. June 26.

WKRC-AM-FM-TV Cincinnati, Ohio — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

WTVN-AM-FM-TV Columbus, Ohio — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KOCO-TV Enid, Okla.—Seeks transfer of all stock in Cimarron Tv Corp. from **Caster-Robinson Tv Corp.** to **Capital City Investment Co.** for total of $1,376,320. Principals include: **P. R. Banta** (12%), **Dean A. McGee, L. D. Banta, Grayce B. Kerr** (each 10%), and others. P. R. Banta owns oil drilling & production firm, 38% of oil field supplies firm and 50% of public works contracting firm and is present president of KOCO-TV; Mr. McGee has oil and banking interests; L. D. Banta has banking, insurance and contracting interests; Grayce Kerr owns interior decorating business, 50% of farm-products business and 20% of ranch. Ann. June 26.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 2 initial decision which looked toward granting application of Newport Bcstg. Co. for new am station to operate on 730 kc, 250 w, D, with engineering condition, in West Memphis, Ark., and denying similar application of Crittenden County Bcstg. Co., became effective June 21 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 2 initial decision which looked toward (1) granting applications for increased daytime power from 250 w to 1 kw, continued nighttime operation with 250 w to Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., and Maryland Bcstg. Co. (WITH) Baltimore, Md., on 1230 kc, and Hagerstown Bcstg. Co. (WJEJ) Hagerstown, Md., on 1240 kc, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WKBO with added engineering conditions; (2) granting WKBO requested waiver of Sec. 3.188 (d) of rules; and (3) favoring application of Lamar A. Newcomb for increased power of station WFAX Falls Church, Va., from 1 kw to 5 kw, on 1220 kc, D, but holding application in hearing status without final action until entry into force of U. S.-Mexican agreement of 1957 became effective June 21 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 3 initial decision which looked toward granting application of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., and Daytona Beach Bcstg. Corp. (WROD) Daytona Beach, to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, and Duane F. McConnell for new station to operate on 1340 kc, 250 w, unl. in Clermont, Fla., became effective June 22 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 3 initial decision which looked toward granting application of Greene County Bcstg. Inc., for new am station to operate on 1450 kc, 250 w, unl. in Greenville, Tenn., became effective June 22 pursuant to Sec. 1.153 of rules. Action June 23.

INITIAL DECISIONS

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Clinton Bcstg. Corp. (KROS) Clinton, Iowa, Illinois Bcstg. Co. (WSOY) Decatur, Ill., WJOL Inc. (WJOL) Joliet, Ill., and Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; interference condition. Action June 28.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 27.

OTHER ACTIONS

■ Commission granted request of Redding-Chico Tv Inc., and extended time from

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June 28 to July 8 to file opposition to petition by Northern California Educational Tv Assn. Inc., for rule-making to reserve ch. 9 in Redding, Calif., for noncommercial educational use. Action June 23.

■ By order, commission (1) severed application of Windber Community Bcstg. System for new am station in Windber, Pa., from consolidated proceeding on applications of WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa., remanded Windber application to hearing examiner to be retained in hearing status pending further commission order in accordance with court of appeals decision in Ridge Radio Corp. (applicant for new station in Windber) vs. FCC; and (2) ordered that oral argument on WSTV and WCVI applications will be held on June 30 as scheduled. Action June 23.

Rollins Bcstg. of Delaware Inc., Wilmington, Del.; Howard F. Reber and Frank A. Franco, Reading, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 102.5 mc—Rollins with ERP 6 kw and ant. height 292.8 ft. and Reber with ERP 1 kw and ant. height 488.2 ft.; made WFIL-FM and WPEN-FM Philadelphia parties to proceeding. Action June 21.

WAEB Allentown, Pa.—Designated for hearing application to increase daytime power from 500 w to 1 kw, continued operation on 790 kc, 1 kw-N, DA-2; made WABC New York, N. Y., and WTAR Norfolk. Va., parties to proceeding. Comr. Ford dissented. Action June 21.

Lake Zurich Bcstg. Co., Kenosha Bcstg. Inc. Kenosha, Wis.—Designated for consolidated hearing applications for new class B fm stations to operate on 95.1 mc—Lake Zurich with 2.5 kw and ant. height 380 ft., and Kenosha with 6.19 kw and ant. height 256 ft.; made WMRO-FM Aurora, Ill., party to proceeding. Action June 21.

Lakeshore Bcstg. Inc., Racine, Wis.; Service Bcstg. Corp., Kenosha, Wis.; WYCA (FM) Hammond, Ind.—Designated for consolidated hearing applications of Lakeshore for new class A fm station to operate on 92.1 mc, ERP 1 kw, ant. height 190 ft., Service for new class B fm station on 92.3 mc, ERP 3.52 kw, ant. height 145 ft., and WYCA to increase ERP from 30 kw to 106 kw and decrease ant. height from 400 ft. to 357 ft., continued operation on 92.3 mc. Action June 21.

■ By letter, commission denied joint petition by WPIT Inc., licensee of WRDW-TV (ch. 12) and Radio Augusta Inc., licensee of am station WRDW, both Augusta, Ga., for waiver of commission's Jan. 13, 1949 public notice restricting use of common call letters by one or more stations in community to stations licensed to same licensee, in order that each licensee may continue to use its respective call letter; withheld further action for 30 days to afford licensees to settle matter privately. Comr. Craven dissented and voted for grant of waiver. (Former licensee, Southeastern Newspapers Inc., sold WRDW-TV to WPIT Inc. on June 1, 1960, and sold WRDW to Radio Augusta Inc. on July 12 thereafter; since neither present licensee wishes to relinquish its call letter, issue arose as to which station should be required to do so.) Action June 21.

■ Commission waived Sec. 4.790 of rules and granted following applications for temporary authority to operate vhf tv repeater stations: Beach Booster on ch. 4, Beach, N. D., to translate programs of KUMV-TV ch. 8 Williston; Plush Tv Inc. on ch. 4 Plush, Ore. (KOTI-TV ch. 2 Klamath Falls); Laurier Tv Club on chs. 2, 4 and 6 in Laurier, Wash. (KREM-TV ch. 2, KXLY-TV ch. 4 and KHQ-TV ch. 6 Spokane). Action June 21.

■ By order, commission dismissed petition for reconsideration by Southside Virginia Tv Corp. against commision's Feb. 15 actions which denied its request for waiver of Secs. 3.610 (b) and 3.611 (b) of rules and dismissed as patently defective its application for new tv station to operate on ch. 8 in Petersburg, Va., and which granted application of Petersburg Tv Corp. for renewal of license of station WXEX-TV (ch. 8) Petersburg. Comr. Craven not participating. Action June 21.

■ Designated for hearing application of Oral Roberts Evangelistic Assn. Inc., for new am station to operate on 1550 kc, 1 kw, D, in Tulsa, Okla. in consolidated proceeding with applications for new daytime stations on 1550 kc of Oklahoma Bcstg. Co. (500 w, DA), Sapulpa, Okla.,. Courtney Bcstg. Co. (250 w), Winfield, Kan., Winfield Bcstg. Co. (250 w), Winfield, Sapulpa Bcstrs. (250 w, DA) Sapulpa; made KOLS Pryor, Okla., party to proceeding. Action June 21.

■ By letter, commission granted petition by Independent Music Bcstrs Inc., for waiver of Sec. 3.265 of rules to extent that radiotelephone first-class operator need not be on duty and in actual charge of trans. of station WDBN (FM) Barberton, Ohio, during entire broadcast day, provided that licensee shall continue to employ at least one radiotelephone first-class operator on full time basis and complies with Sec. 3.265 (b) insofar as lesser grade operators are concerned. Action June 21.

■ Designated for consolidated hearing applications for new am stations of Eastern Bcstg. System Inc., Brookfield, Conn.; Colonial Bcstg. Co., New Milford, Conn.; George F. O'Brien, New Milford; Stratford Bcstg. Co., Stratford, Conn., all seeking 940 kc, 1 kw, D; Ubiquitous Corp., Hyde Park, N. Y., on 950 kc, 500 w, D; and Fairfield Bcstg. Co., Easton, Conn., on 940 kc, 5 kw, DA, D; made WELI New Haven, Conn., and WPAT Paterson, N. J., parties to proceeding. Action June 21.

■ By memorandum opinion and order, commission denied request by College Park Bcstg. Inc., for waiver of Sec. 1.309 of rules to permit acceptance for filing of its application tendered April 28 to change frequency of station WEAD College Park, Ga., from 1570 to 1150 kc, continued operation with 1 kw, D. Similar application to change frequency of WEAD from 1570 kc to 1150 kc and increase power from 1 kw to 5 kw was denied May 3. If subject application were accepted for filing as of date it was tendered it would necessitate hearing with application of Metropolitan Atlanta Radio for new station to operate on 1160 kc, 1 kw, D, in Atlanta, Ga., and commission does not believe that WEAD has demonstrated exceptional circumstances which would warrant waiver of Sec. 1.309 of rules. Action June 21.

■ Following fm stations were granted SCA to engage in multiplex operations: KEED-FM Springfield-Eugene, Ore.; KBOI-FM Boise, Idaho; KSRF Santa Monica, Calif.; WJBL-FM Holland, Mich.; KFAC-FM Los Angeles, Calif.; KTVA-FM Anchorage, Alaska; KFMU Los Angeles; KGMJ Seattle, Wash. and WKIX-FM Raleigh, N.C.; and mod. of SCA's of KITT (FM) San Diego, Calif. and WPFB-FM Middletown, Ohio to add sub-carriers. Action June 21.

Routine roundup

Rule Changes Reflect NARBA and U. S. Mexico Am Agreements

■ By report and order, commission amended, effective July 5, parts 1 and 3 of its rules to bring their provisions concerning am bcstg. in conformity with 1950 North American Regional Bcstg. Agreement (NARBA) which became effective April 19, 1960, with respect to Canada, Cuba and United States, and 1957 United States-Mexican bcstg. agreement, which entered into force June 9, 1961. Principal changes are:

Present Sec. 1.352, which provides in general that applications for facilities inconsistent with NARBA or U.S.-Mexican-agreement will be placed in pending file without further action, is amended to provide that such applications will be dismissed without consideration (or, if not already filed, will not be accepted for filing), except where inconsistency is only with respect to country which has signed but not ratified NARBA (Bahama Islands and Jamaica, and Dominican Republic), in which case they will continue to be handled generally as they are at present. Applications for facilities which would cause objectionable interference to duly notified Haitian station will also be handled as at present. Sec. 3.28 is amended along same line.

Notes to Secs. 3.25, 3.26, and 3.27 are amended to reflect provisions of NARBA with respect to specific negotiated assignments which are not provided for under general terms of these agreements for channels involved.

Sec. 3.25(d) is amended so as to reflect two changes resulting from U.S.-Mexican agreement: (1) except in certain areas near Mexican border, U. S. class II stations on Mexican I-A chs. other than 540 kc (daytime only) may now operate with up to 5 kw power, instead of present ceiling of one kw: (2) except for specific U. S. class II unlimited-time assignments set forth in the agreement, there will be no U. S. unlimited stations on Mexican I-A channels even outside of continental U. S.

New subsection 3.25(e) is incorporated, to provide for dual status of 540 kc, on which the NARBA accords priority for class I-A stations to Canada and U. S.-Mexican agreement accords similar priority (though with modified protection) to Mexico.

New note to Sec. 3.182 (a) (3) calls attention to fact that under provision of these two agreements, for international purposes there is no distinction between class III-A and class III-B regional stations, both receiving same degree of protection.

New note to Sec. 3.183(b) provides that, since agreement contemplated by NARBA concerning standards for groundwave measurements has not been reached, and there are no arrangements with any North American country other than Canada for reciprocal consideration of such measurements, except where Canada is involved there will be no use of groundwave measurements to establish that interference toward foreign country or station therein is less than that indicated by applicable ground conductivity maps. Where Canada or Canadian station is involved, measurements will be referred to Canadian government and considered by commission if regarded by Canada as acceptable to establish lesser degree of interference.

New rules contain substantially same provisions as now concerning consideration of application by class IV stations on local chs. to operate with up to one kw power daytime, even though under NARBA ceiling on class IV stations is 250 w both daytime and nighttime. Such applications will be considered where proposed operation would not cause objectionable interference to foreign station and where applying station is not located within certain areas near Mexican border or in Florida close to Cuba.

It should be noted that rule amendment permitting 5 kw daytime operation on six Mexican I-A chs. involved does not and is not intended to imply that increase in power to 5 kw is in any way automatic, or that any right or privilege to use of 5 kw is conveyed to existing or prospective licensees. Operation with power in excess of 1 kw *may* be granted, but only on basis normal application reached for processing and processed in accordance with normal procedures, giving full weight to any interference which may be caused to or received from existing and proposed operations on same and adjacent chs. Action June 21.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted in part motion by Radio Associates Inc. for correction of transcript of oral argument in Biloxi, Miss., tv ch. 13 proceeding. Action June 21.

By Commissioner Frederick W. Ford

■ Granted petition by Kansas Bcstrs. Inc., and extended time to July 17 to file exceptions to initial decision in proceeding on its application and Salina Radio Inc., for new am stations in Salina, Kan. Action June 23.

■ Granted petition by Independent Indianapolis Bcstg. Co. and extended time to June 20 to file response to opposition to petition to enlarge issues respecting financial qualifications and to opposition to petition to enlarge issues with respect to technical character qualifications filed in Indianapolis, Ind., am proceeding. Action June 23.

By Commissioner Rosel H. Hyde

■ Granted joint petition by Transcript Press Inc., Dedham, and Newton Bcstg. Co., Newton, both Mass., and extended to July 21 time to file exceptions to initial decision in proceeding on their am applications. Action June 22.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J., and extended to July 3 time to respond to petition to enlarge issues filed by Burlington Bcstg. Co., Mount Holly, in proceeding on their am applications. Action June 21.

By Hearing Examiner Thomas H. Donahue

■ On basis of agreements at June 22 prehearing conference scheduled certain procedural dates and set Sept. 22 for formal conference and Oct. 10 for hearing in proceeding on am applications of Vernon E. Pressley, Canton, N. C. Action June 22.

■ Granted petition by Indiana Bcstg. Corp. (WANE) Fort Wayne, Ind., for leave to amend its am application to change type of trans. Action June 20.

■ Granted petition by Lafayette Bcstg. Inc. (WASK) Lafayette, Ind., for leave to amend its am application to specify different trans. and monitors. Action June 20.

■ Granted petition by Marshall Rosene, Celina, Ohio for leave to amend his am

application; application removed from hearing and returned to processing line. Action June 20.

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for continuance of hearing date and dates of all other associated procedural steps in proceeding on am applications of Saul M. Miller, Reading, Pa. Action June 19.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled further prehearing conference for 9:00 a.m., July 5, in proceeding on application of Wireline Radio Inc. for renewal of license of station WITT Lewisburg, Pa. Action June 22.

■ Issued order following prehearing conference and scheduled further prehearing conference for 9:30 a.m., June 27 provided, however, that if certain pleadings are filed hearing examiner will upon proper motion duly filed postpone further prehearing conference until appropriate action has been taken thereon on applicants of Gerico Investment Co., Fort Lauderdale, Fla., for renewal of licenses of WITV(TV) and auxiliary station KC-5744, and Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17 in Fort Lauderdale, Fla. Action June 19.

By Hearing Examiner Charles J. Frederick

■ On oral motion by counsel for Robert B. Brown and without opposition, severed Brown's application for new am station in Taylorsville, N. C., from consolidated proceeding thus constituting separate proceeding. Action June 23.

■ Denied petition by The Court House Bcstg. Co. (WCHO) Washington Court House, Ohio, party respondent, to reopen record in proceeding on am applications of WMRC Inc. (WBIR) Knoxville, Tenn. Action June 23.

■ Denied petition by Robert B. Brown, Taylorsville, N. C., for severance of his application from am consolidated proceed- Action June 21.

■ Denied petition by Harlan Murrelle & Associates, Lakewood, N. J., to reopen record and receive Lakewood Exhibit No. 1-C, or in alternative schedule further hearing in proceeding on its am application. Action June 21.

■ Granted petition by Broadcast Bureau and continued hearing to Oct. 19 in proceeding on application of Wilamette-Land Tv Inc., for new tv station to operate on ch. 3 in Salem, Ore. Action June 19.

■ Granted petition by Broadcast Bureau and extended from June 19 to June 30 time to file replies in proceeding on am application of WBVP Inc., Beaver Falls, Pa. Action June 19.

By Hearing Examiner Walther W. Guenther

■ Upon request of WHYY Inc., and with consent of all parties, scheduled following procedural dates in Wilmington, Del., tv ch. 12 proceeding: Aug. 16—notification of witnesses desired for cross-examination; Sept. 19—further hearing. Action June 21.

■ Pursuant to agreements reached by all participants at June 21 further prehearing conference in proceeding on applications of The Walmac Co. for renewal of licenses of stations KMAC(AM) and KISS(FM) San Antonio, Tex., scheduled following procedural dates: Oct. 2—exchange of applicant's exhibits under issue 1 with copies to hearing examiner; Oct. 16—exchange of applicant's exhibits under issue 3 with copies to hearing examiner; Oct. 23—hearing. Action June 21.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Interstate Bcstg. Co. (WQXR) New York, N. Y., and continued further hearing from June 27 to July 24 in proceeding on its application and Walter L. Follmer, Hamilton, Ohio. Action June 23.

By Acting Chief Hearing Examiner Jay A. Kyle

■ On own motion, granted request by Crawford County Bcstg. Co. (WTIV) Titusville, Pa., for extension of time to July 5 to respond to petition by Niagara Bcstg. System (WNIA) Cheektowaga, N. Y., for leave to intervene in WTIV proceeding; held in abeyance June 16 order of chief hearing examiner permitting intervention,

Continued on page 91

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 29

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,545	60	108	829
FM	828	59	194	124
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 22

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

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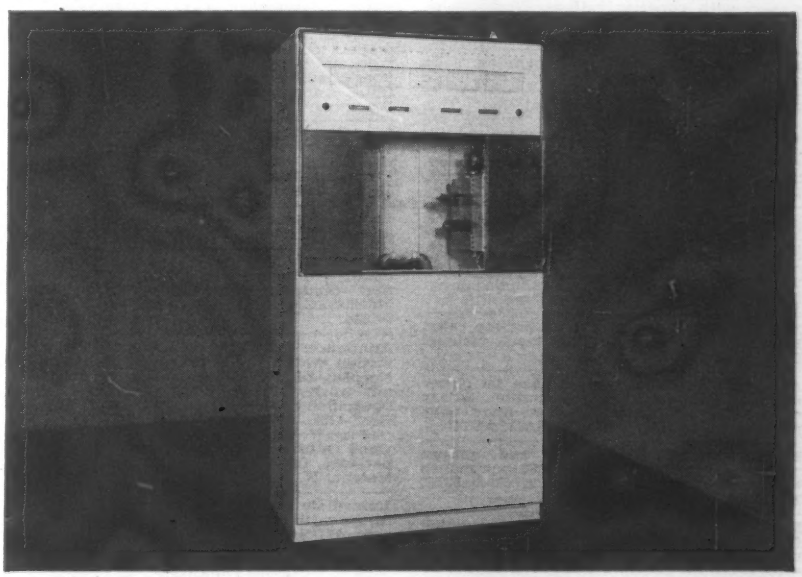

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- All other classifications 30¢ per word—*$4.00 minimum.*
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Single market, west Texas station will have opening for sales manager position in July. Pleasant working conditions with good opportunity for right man. Must be experienced in sales work. Some announcing preferred but not essential. Box 935F, BROADCASTING.

Experienced salesman or sales manager for top western Pennsylvania radio station. Strong on national and agency accounts. Write Box 944F, BROADCASTING giving experience and references. Interview required.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Assistant sales manager $6200 salary plus strong commission. Good small, single station market. Proven experience in radio sales and promotion should apply. For required interview contact Sales Manager, WROY, Box 31, Carmi, Illinois. Phone 24161.

Can you sell successfully in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Opportunity for experienced salesman. This is an fm station that really swings. We have two of Detroit's top air-personalities plus automation and we get good results for our advertisers. Straight commission, but generous. Contact Gar Meadowcroft, WHFI, Birmingham, Michigan.

Salary plus commissions plus incentives. Pulse rated #1 station. 24 hours indie. Protected list. Burt Levine, WROV, Roanoke, Va.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Afternoon announcer—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

Texas station needs bright and mature morning man. No top 40. $400.00 per month to start. Tape and resume to Box 837F, BROADCASTING.

Midwest 1000 watt has immediate opening for combo with first phone. 6 p.m. to midnight shift. Box 872F, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Young man with smooth board action and an eye for the future for fast moving Texas station. Send tape and details in first letter. Box 926F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Immediate opening for experienced announcer. Good future with chain. Send tape, photo and resume. Good opportunity for right man. State salary and all details in first letter, plus references. Georgia. Box 985F, BROADCASTING.

Deejay who plans a witty, exciting, original show—then presents it skillfully and brightly. We're Texas metro top forty, so you must swing, but with original style and personality. Send tape, resume and rating history to Box 987F, BROADCASTING.

Announcer with first ticket. Light maintenance. College town. Opening August 15. Tape and resume. KALV, Box 328, Alva, Oklahoma.

Modern radio personality for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

Announcer with first class ticket, new equipment, all-cartridge operation, minimum maintenance, fast paced 'modern sound' format, KA-VI, Rocky Ford, Colorado.

Good sound staff announcer for network radio affiliate. Chance for someone who desires to be permanent to find themselves a home. Must have at least three years experience. Good quality voice. Also opportunity to work into tv side of operation. No drifters or booze hounds need reply. Send tape and resume with first letter. All replies confidential. Reply to Bob Verdon, Chief Announcer, KFBC Radio, Cheyenne, Wyoming.

Immediate opening for experienced radio-tv announcer. Send tape, resume, salary, photo and availability to Dick McDaniel, Program Director, KFEQ AM-TV, St. Joseph, Missouri.

Sports announcer with experience. KOLT Scottsbluff, Nebraska. 5 kw CBS station.

Wanted at once, announcer with first class ticket. No maintenance. Adult music station. Contact: Fred Cale, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Good music-minded announcer with experience, finesse, and selling ability. WICY, Malone, N. Y.

Immediate opening for morning man. Good future with six-station family station. Manager, WPNC, Plymouth, North Carolina.

Technical

Need two engineer-announcers (1st class). Start August, 61. Box 856F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Open August 15, permanent engineering position for man experienced in transmitter and general equipment maintenance. Prefer man over 30 who wants to settle down to a permanent position. Box 814F, BROADCASTING.

Engineer: To install and maintain professional recording equipment and service tape recorders and hi-fi equipment. First phone preferred but not necessary. Send references, photo and applications. Box 817F, BROADCASTING.

First phone immediately! #1 within western state. What else can you do? All combinations considered. Write Box 860F, BROADCASTING.

Engineer, capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

Production—Programming, Others

Experienced newsman for western Pennsylvania daytimer. Must be able to gather news, write it, and announce it. Send 7½ tape, details of experience, photo, and salary requirements. Box 861F, BROADCASTING.

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Creativity in California! We need a top flight, creative copywriter fast. Man or woman. Production spots, clever ideas for No. 1 station in Sacramento Valley. Salary open. Apply direct to Ron Lyons, Program Director, KROY Radio, Sacramento, Calif.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Dream job for first rate imaginative promotion-production pro. 24 hr #1 Pulse indie. Burt Levine, WROV, Roanoke, Va. Also one swingin' dj.

RADIO

Situations Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Manager. Now managing top regional station in multiple station market. Mid 30's. 12 years experience, last six with present station. Solid, dependable, with excellent management record. If you are looking for a manager for your medium market station, let's get together. Box 834F, BROADCASTING.

General-commercial manager soon available due to station sale. Over 25 years top management same organization, radio-tv. Agency, Washington, network contacts. Technical background. Excellent productive record. Medium market radio desired. Best industry references. Box 897F, BROADCASTING.

Man-wife combo will manage small market station in Virginia, West Virginia, Maryland, Pennsylvania, Delaware, North Carolina. Will invest a few thousand dollars or will take stock as part pay. Write Box 925F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager—presently top manager-salesman. Fulltime Pensylvania operation. Excellent references. East only. Box 945F, BROADCASTING.

Manager, 15 years experience. College graduate. Present station selling. References. Box 955F, BROADCASTING.

Manager—Thirteen years experience. Small to medium market. Resume on request. Box 975F, BROADCASTING.

Announcers

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 818F, BROADCASTING.

Outstanding personality. The finest references. Consistently top rated. Mature and personable young man interested in a major market. Box 824F, BROADCASTING.

Versatile negro announcer looking for employment. Will travel, at earliest convenience. Box 884F, BROADCASTING.

Experienced, married want to settle down—dj—operate board. Do any show, good ad-lib. Excellent reference from last employer. Box 886F, BROADCASTING.

Top rated morning dj-pd wants major east market. Format or relaxed. Box 908F, BROADCASTING.

Strong news announcer. Young, energetic with a happy sound as d.j. Now working. Prefer midwest or west. Box 923F, BROADCASTING.

Announcer, dj, experienced, bright, tight, wants a permanent site. Box 924F, BROADCASTING.

Presently employed morning jock in medium market would like to move to larger market. Will not consider less than $15,000. Funny as hell! Box 916F, BROADCASTING.

Disc jockey, announcer, experienced, bright sound, tight production, not a floater. Box 915F, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 922F, BROADCASTING.

Retiring soon would like a try at radio announcing. Can do dialects male and female. Pay no object, prefer east Tenn. Box 937F, BROADCASTING.

College graduate, speech major, some air experience, willing to learn. Excellent background in broadway show tunes and popular music. Available immediately. Box 938F, BROADCASTING.

Experienced radio and tv—solid knowledge radio; basic knowledge tv. Seeking to relocate as dj-announcer-southern New England, greater New York City area. Box 865F, BROADCASTING.

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available. $55 take home. Box 947F, BROADCASTING.

Experienced announcer-dj. All phases of radio including record hops. Box 948F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 950F, BROADCASTING.

Personality, experienced, mellow, mature delivery, tight production, want top 40 stations in northeast. Box 954F, BROADCASTING.

Experienced announcer, production specialist, copywriter for quality fm station. Degree, references, veteran. Available now. Box 957F, BROADCASTING.

First phone personality dj. College and experience. Prefer south Florida. Box 959F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mid-west. Recently left, want back. Professional, finest of background. Nine years all-around air-work. Veteran with college. Knows formula and standard. Reference from every employer. Solid radio. Box 958F, BROADCASTING.

Experienced announcer seeks good salary. Excellent on music and commercials. Box 960F, BROADCASTING.

Good first phone morning man, experienced all phases. Authoritative news. Box 965F, BROADCASTING.

Disc jockey, announcer—experienced energetic sound; fast (not frantic) production; personality plus; not a floater. Box 968F, BROADCASTING.

Announcer-newscaster and dj. Tasteful music, willing to relocate, married. Box 969F, BROADCASTING.

Negro announcer-dj. Experienced, college, broadcast school, wants to settle down, tight format, fast board. Box 970F, BROADCASTING.

First step—information exchange. I have resume, tape. Experienced traffic time dj; tight board; special events; live shows; good interviews; sales. Seeking dj now, management in future. Box 971F, BROADCASTING.

Looking for a good music and newman? Try me. 5 years experience. Box 976F, BROADCASTING.

C and W announcer, good style, would like position in small station in south. Specialize in bluegrass, will do gospel shows. Box 978F, BROADCASTING.

Morning man (or other)—relocate north east, familyman, 29. Box 982F, BROADCASTING.

Won't someone give me start? School trained-work hard-family, travel anywhere. Box 983F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone, with references. Ask for a tape and decide! Box 989F, BROADCASTING.

Young announcer, not screaming r&r type, looking for job in N. Y. state, Connecticut area. Tape, etc. available on request. Box 990F, BROADCASTING.

Have first phone, need experience. Let's trade!! Mel Armijo, 7025 Arbutus, Huntington Park, California.

Stop—Look no more, here is a deejay-production and program director who has 6 years experience in modern radio. Married with service obligation completed, looking for a home in a medium or large market. The past three years has had a #1 Pulse rating in a medium market. no prima-donna. $135.00 per week minimum . . . Interested? Call or write, F.M., 9 Claremont Ave., Maplewood, N. J. Tel: South Orange 2-7577. P.S. Will travel anywhere. . .

Versatile personality, prefer fast pace, two years announcing, two years Minneapolis board engineer, Brown graduate. veteran. first phone. Prefer Wisconsin, Minnesota. Tom Rooker, Sparta, Wisconsin.

Have Larynx, will travel. Announcer-graduate of broadcasting school middle Atlantic or New England states preferred, but will consider all offers. Write or call—Frank Saresky, 47 Elmwood Avenue, Waterbury, Connecticut, Plaza 3-2940.

Technical

First phone-dependable 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Woman, first telephone license, control board, transmitter experience, typing and bookkeeping. Prefer midwest or west. Box 949F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Run a wild morning show. 7 years experience. Chief engineer with directional and constructional experience. Available immediately. Engineer HU-41873, 722 Remington, Ft. Collins, Colorado.

Board engineer, 1st class license, two years Minneapolis experience, tight, fast production. Tom Rooker, Sparta, Wisconsin.

Experienced chief-engineer-announcer. Good quality voice. Jack P. Taylor, 332 W. Portland St., Phoenix, Arizona, Alpine 3-0295.

Chief-engineer announcer. 3 years experience. 4 years college and technical school. Available immediately. Gerald Wear, Rt. 1, Fayetteville, N. C. HE 2-4836.

Production—Programming, Others

Newsman-announcer-manager. Many years of experience in all phases. Box 825F, BROADCASTING.

News director, 10 years with top-rated small station wants to move to major market east of Mississippi. College graduate. Family. Box 851F, BROADCASTING.

College instructor in broadcasting available September 1st. Masters degree, 1st class license, ten years commercial and educational experience. Box 859F, BROADCASTING.

Top news talent now available! Offering increased sales with alert and authoritative voice and talent that's worked for two top chains. Created and maintained present award-winning staff. Northeast; run your dept. or join top staff. Married, college journalism. Arrange interview. Box 863F, BROADCASTING.

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Proof positive! Surveys show my newscasts best in this million plus market. Want greater challenge and more opportunities. If it's news, I'll film it, write it and deliver it. Do you need a young, aggressive radio and/or tv news director? Box 928F, BROADCASTING.

Newsman, married, stable, limited experience. Will work hard. Prefer southeastern Michigan. Box 930F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Copywriter; radio-tv, fast, creative, unsurpassed. Disc jockey; mature, original, highly identifiable voice. News; forceful, colorful. Interviews; strong. Sales; wide experience. Management; fully experienced. Promotion; highly imaginative, creative. Public relations; tremendous background. Habits moderate. Appearance excellent. Married, no children. Wife record librarian. Presently located midwest, will relocate. Presently employed. Box 977F, BROADCASTING.

Artist—Handles scenics, silk screen, lettering, cartoons. A complete department. Box 980F, BROADCASTING.

Sports director—13 years; thorough knowledge-network style, play-by-play major sports and studio shows. Sales, business background with supervisory and public relations experience add to versatility. Family-employed. Box 984F, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman—Excellent opportunity for experienced salesman who wants more profitable future commensurate with his own results. Multiple operation. Complete details first letter. Write to John Keenan, WANE-TV, Ft. Wayne.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced radio-tv announcer. Send tape, resume, salary, photo and availability to Dick McDaniel, Program Director, KFEQ AM-TV, St. Joseph, Missouri.

Announcer with good voice and appearance. Send tape, photo and resume to Program Manager, WSBA-TV, York, Pennsylvania.

Technical

Require tv studio technician with 1st phone, heavy on maintenance of RCA equipment, permanent position. Engineering Department, WKBW-TV, Buffalo, New York.

Wanted: Have immediate opening for transmitter supervisor who has complete knowledge of RCA TT-10 AL transmitter. Must be experienced in all phases of transmitter maintenance. Opening for remote supervisor who has complete knowledge of Ampex 1,000 B VTR and GE micro-wave. Must be experienced in all phases of maintenance for both. Both positions are supervisory with 40 hour work week salary open to experienced persons—no others need apply. Write, wire, or call collect Lew Evenden, Chief Engineer, WPTV, Palm Beach, Florida.

Television transmitting engineer, chief engineer capable of operating 216 ERP-UHF transmitter for educational television station. Good salary and working conditions, retirement, sick pay, insurance and other benefits. Apply in writing giving experience, education and qualifications. W. E. Campbell, Fascial Agent, Hampton Roads Educational Television Association, 402 East Charlotte St., Norfolk, Virginia.

Production—Programming, Others

Newsman, thoroughly experienced in broadcasting news both radio, tv. Must have sound background in basics of broadcast news reporting, writing, editing. Authoritative, competent presentation essential. Major eastern market. Box 931F, BROADCASTING.

TV—photo—journalist for Florida station. Use Auricon, Cine-Voice, edit, process, emphasis on journalism background. Box 38M, Little River Station, Miami, Florida.

Immediate opening Georgia State Department Education for television producer-director. Excellent salary. Send record experience. Appointments arranged. M. E. Grubbs, ETV Unit, WLW-A, 1611 West Peachtree St., N.E., Atlanta 9, Georgia.

TELEVISION

Situations Wanted—Announcers

8 years television, 4 years radio. All phases—announcing, news, programming, production, public relations, operations. Qualified any or all. Top work. Box 858F, BROADCASTING.

Now hear this! We have an extremely fine sportscaster who will be available August 1. This is no doubletalk or 'coverup," but our market is rapidly shrinking as far as sports is concerned. The man we reluctantly have to give up is completely devoted to his work and is a swell all-around gentleman. If you need a sportscaster, you can't miss with our boy. He is now employed by one of the finest tv stations in the country in a medium size market. Drop us a line and we'll have him get in touch immediately. Box 988F, BROADCASTING.

Technical

Technical supervisor or chief: Thirteen years tv experience all phases. Ten years supervisory. Experienced, maintenance, construction operations, administration and vtrs. Box 943F, BROADCASTING.

Enjoy working with personnel. Experienced studio supervisor wishes to relocate, southwest or west; as assistant chief or supervisor. Eight years experience all phases studio operations, including video tape and color. Box 956F, BROADCASTING.

Production—Programming, Others

Director-photographer with eight years television experience, desires position with progressive tv station. Presently employed outside television and wishes to return to this media. Best references furnished. Box 869F, BROADCASTING.

News director, top staff. News-in-depth, editorials; good delivery, references. Box 895F, BROADCASTING.

Film director and film buyer—available now. 10 years experience in a top 10 market station. Box 953E, BROADCASTING.

Assistant producer/writer of major nighttime network television program, 3 years network experience plus local experience, seeks creative director's job at major local market. 29 years old, married. B.S. and M.S. degrees. Box 967F, BROADCASTING.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

Collins 300-G, 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

RCA BTA-1MX 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

New Grampian type C cutterhead—1 Ampex 4 channel mixer—2 Sigma 4 channel mixers in portable case—1 Ampex A692 monitor speaker and amplifier. Sacrifice. Box 933F, BROADCASTING.

For sale, used Tektronix scope model 513D 20 mc band width, dual imput, good condition, make offer. Box 936F, BROADCASTING.

Complete 12 kw G.E. uhf tv setup, exclusive 12 kw amplifier. Like new. Adress Box 939F, BROADCASTING.

Presto 6N recorder, automatic equalizer, 85E amplifier, three channel portable preamplifier. New. List $1685.00. First check $1000.00. Also, some Gates racks, bargains. Address Box 940F, BROADCASTING.

Gates model BC-250GY, 250 watt am transmitter in good condition now on the air. Best offer. Box 966F, BROADCASTING.

3 kw WE fm transmitter. In operation, spares included. Reasonable. Box 979F, BROADCASTING.

Two RCA TK-41 color camera chains complete with associated equipment—$50,000. Box 981F, BROADCASTING.

Guyed steel tower, 80 ft., with beacon and marker lights. $300 F.O.B. Mt. Clemens, Michigan. P. O. Box 707, HO. 3-1501.

Gates studio consolettes (2). Three speed broadcast turntables in cabinets (4). Excellent condition. Call La 7-0378, New York City.

Two RCA 70D 3-speed turntables and RCA Universal pick-up arms and cartridges. Contact: Chief Engineer, Eldon Kanago, KICD, Spencer, Iowa.

Three tower phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

Collins 300FA 250 watt transmitter in good condition $400.00 contact WMFJ, Daytona Beach, Florida.

1 model 78-U 150 foot Windcharger tower. Tower is of uniform cross section, guyed and series fed. Completely dismanteled, ready for shipment. Includes all guy wires, insulators and lights. Less base insulator. No reasonable offer refused. Contact General Manager, WMNB, North Adams, Mass. Tel Mohawk 3-6567.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

FOR SALE

Equipment—(Cont'd)

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E., Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

2-RCA, model 70C turntables, fair condition with cabinets—100 feet 5 kw 1¼ inch solid dielectric coaxial cable. Make offer. Walt Broadhurst, WWCH, Clarion, Pa., CApital 6-8600.

Tower—16—10 ft. sections (160 Ft.) Guy wire and hardware included. Manufactured by Wind Turbine Co. #AB-127D-FR. $450.00. (valued at $1200.00). F.O.B. Simpson. Steve Kwisty, Simpson, Pa. Tel—Carbondale 282-5100.

ITA RC-1A remote control equipment. Installed and used two weeks. Perfect condition. $750.00. Also RCFM 1A remote amplifier for remote monitoring. $298.00. Prestige Broadcasters, Inc., Baum Bldg., Danville, Illinois.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Repair exchange—rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Write for prices. Sigma Electric Co., Inc., 11 E. 16th St., New York 3, N. Y.

WANTED TO BUY

Equipment

Used 150 foot guyed tower, console, limiter; also, 1 kilowatt transmitter, modulation monitor, frequency monitor meeting FCC requirements. Box 821F, BROADCASTING.

Capitol Transcription music library wanted. Interested in securing portions or entire service. State condition. Box 921F, BROADCASTING.

Will pay reasonable price for Presto 900R1 recorder with 900A2 amplifier. Box 932F, BROADCASTING.

TV station setting up news-film operation. Will consider good used developer and other equipment for 16mm news operation. Send all details to Box 961F, BROADCASTING.

Two studio console; older model ok if condition acceptable. KWHW, Altus, Oklahoma.

Wanted: 1000 watt fm amplifier in good condition. Contact WITZ, Jasper, Indiana.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucarell St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Be prepared. First phone in 6 weeks. Guaranteed instruction. **Elkins Radio License** School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone **license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting** (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by **master teacher.** G I approved. **Request brochure. Elkins** Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. **Elkins** School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

SEATTLE

(America's 16th Market)

KUDY—full time—910 KC with recent CP for move into Seattle now building. Excellent opportunity for experienced, aggressive Gen'l Sales Mgr. Send complete resume, photo and salary requirements to KUDY P.O. Box 449, Renton, Washington.

RADIO

Situations Wanted—Management

AVAILABLE SOON

Top Flight Radio Executive—now VP&GM of top station in major market. Outstanding record of achievement. Interested in principal position in good market. Willing to invest in smaller property. If you're a chain operator or owner "not satisfied"—we should have a talk—and soon. Write or wire:

Box 927F, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

PROMOTION MANAGER

Major southwestern metropolitan AM and VHF entity, network affiliate, has immediate opening for experienced man with thorough knowledge of research. Excellent working conditions, good salary, chance for advancement. Send full details to:

Box 974F, BROADCASTING

TELEVISION

Situations Wanted

Production—Programming, Others

NEWS & PUBLIC AFFAIRS SPECIALIST

Currently heading 5 man radio & tv news department. Steady contributor to network and newsreels. Finest industry references. Excellent voice and camera presence. Age 33. Want challenging and rewarding job in top ten market.

Box 951F, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

Employment Service

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
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Radio station KCKC, San Bernardino, California including all transmitting equipment, albums, records, real property at 770 Mill St., San Bernardino, together with the broadcasting license, and rights in and to an application pending with the Federal Communications Commission for an additional license to broadcast on a 5000 kw frequency during daylight hours, subject to approval of F.C.C. Sale is set for July 13, 1961, at San Bernardino, Calif.

For further information call or write Trustee C. R. Cheek, 362 Arrowhead Ave., Suite 303, San Bernardino, Tux. 816165.

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CALIFORNIA. Metro. Profitable daytimer. Power. Asking $225,000. 29% down.

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Continued from page 85

pending consideration of response to be filed by WTIV; dismissed as moot WTIV petition for reconsideration of June 16 order. Action June 26.

■ Continued hearing from June 28 to July 5 in proceeding on am applications of Coast Bcstg. Co., Georgetown, S. C. Action June 23.

■ Received in evidence exhibits nos. 1, 2, 3, 4 and 5 of Leo Joseph Theriot and closed record in matter of revocation of license of station KLFT Golden Meadow, La. Action June 22.

■ With consent of all parties, extended from June 26 to July 3 date for filing proposed findings, and from July 3 to July 10 for replies in Orlando, Fla., tv ch. 9 proceeding. Action June 21.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Ebony Enterprises Inc., for leave to amend its application for new am station in Chadbourn, N. C., to change type trans. and submit current financial data. Action June 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by KORD Inc., and extended from July 5 to July 12 time for service of KORD's hearing exhibits and hearing continued from July 17 to July 24 in proceeding on its application for renewal of license of KORD Pasco, Wash. Action June 20.

■ Issued statement and order after prehearing conference of June 20—severed from consolidated proceeding am applications of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., Farm and Home Bcstg. Co. (WNBT) Wellsboro, Pa., and Radio Station WESB (WESB) Bradford, Pa., which does not constitute independent proceeding; scheduled certain procedural dates and hearing scheduled for Sept. 11; severed from consolidation application of Town and Country Bcstg. Inc. (WREM) Remsen, N. Y.; scheduled certain procedural dates and hearing scheduled for Sept. 19; deferred motion to sever filed by Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y.; result of foregoing severances is to constitute application of Batavia Bcstg. Corp. (WBTA) Batavia, N. Y. separate and independent proceeding. Action June 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Abilene Radio and tv Co., and extended to June 20 time to file replies in proceeding on its application for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 21.

■ Granted petition by Radio South Inc. (WXLI) Dublin, Ga., for leave to amend its am application to substitute Herbert I. Conner and C. Theodore Kirby d/b as The Laurens County Bcstg. Co., for Radio South Inc. as applicant in consolidated proceeding. Action June 20.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 27

WVEC Hampton, Va.—Granted cp to change ant.-trans. location; make changes in ant. system (increase height); changes in ground system; install new trans., and change studio location; remote control permitted; condition.

WASK Lafayette, Ind.—Granted cp to install new trans.

WHGR Houghton Lake, Mich.—Granted cp to install new trans.

WSKY Asheville, N. C.—Granted cp to install old main trans. as auxiliary trans.; remote control permitted.

WCOV Montgomery, Ala.—Granted cp to install new trans.; condition.

WRNL-FM Richmond, Va.—Granted mod. of cp to change type trans.; condition.

KWRE Warrenton, Mo.—Granted mod. of cp to change type trans.; condition.

KIAH Paradise Valley, Miner Basin and Emigrant, Mont.—Granted mod. of cp to change type trans. of vhf tv translator station.

Actions of June 26

KLYQ Hamilton, Mont.—Granted license for am station; condition.

WKNX Saginaw, Mich.—Granted mod. of license to operate main trans. by remote control; conditions.

WBCB O'Keefe Bcstg. Co., Inc. Levittown-Fairless Hills, Pa.—Granted cp to install old main trans. as auxiliary trans.

KUDE-FM Oceanside, Calif. — Granted mod. of cp to change ant.-trans location; increase HAAT to 90 ft.; make changes in ant. system (decrease height); remote control permitted.

KGPO (FM) Grants Pass, Ore.—Granted mod. of cp to change frequency to 99.9 mc.

■ Following stations were granted mod. of cp to change type trans.: KZOT, Marianna, Ark., WBGR Jesup, Ga., WBCB Levittown-Fairless Hills, Pa., WHMP Northampton, Mass., WION Ionia, Mich.

Actions of June 23

WOOD-AM-FM-TV Grand Rapids, Mich.—Granted assignment of licenses to Twin State Bcstg. Inc.

KCLN Clinton, Iowa—Granted cp to install new trans.; conditions.

KWYN Wynne, Ark.—Granted mod. of cp to change type trans.

WAWZ-FM Zarephath, N. J.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KGUD-FM Santa Barbara, Calif. to Sept. 13; WJEF Grand Rapids, Mich. to Sept. 15; WAWZ-FM Zarephath, N. J. to July 20.

Actions of June 22

WMGM New York, N. Y.—Granted license for new main trans.

■ Granted following stations mod. of license to operate trans. by remote control: WJBO Baton Rouge, La., conditions; and WCGO Chicago Heights, Ill., conditions.

KEFC (FM) Waco, Tex.—Granted cp to move studio and trans. location; decrease ERP to 3.1 kw and install new ant.

WOOK Washington, D. C.—Granted mod. of cp to change type trans. and make changes in ant. system (decrease height); condition.

WGSB Geneva, Ill.—Granted mod. of cp to make changes in ant. and change type trans.

WIBV Belleville, Ill.—Granted mod. of cp to change ant.-trans. location back to original location and operate trans. by remote control; waived Sec. 3.30 (a) of rules to permit main studio at 1.5 miles south of Belleville on state highway 159.

Bishop Translator Service Bishop, Calif. Granted cp for new uhf tv translator station on ch. 76 to translate programs of KOLO-TV (ch. 8) Reno, Nev.

WORT New Smyrna Beach, Fla.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: KTTS Springfield, Mo., to Sept. 27; KVEN-FM Ventura, Calif., to Aug. 28; WBCI-FM Williamsburg, Va., to Sept. 7; KXQR (FM) Fresno, Calif., to July 30; KOST (FM) Houston, Tex., to July 29; KFIF Tucson, Ariz., to Aug. 1; WICC Bridgeport, Conn., to Dec. 13; WHIM-FM Providence, R. I., to Dec. 15; WTHT Hazleton, Pa., to Aug. 1.

NBC New York, N. Y.—Granted continuance of authority to July 14, 1962, to transmit or deliver tv programs to Canadian Bcstg. Corp. or to any licensed tv station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of June 21

WHRW Bowling Green, Ohio—Granted license covering increase in power, installation of new trans., changes in DA system, change ant.-trans. and studio location and make changes in ground system.

KWCX Willcox, Ariz.—Granted license for am station, specify studio location and operation by remote control.

WCCW Traverse City, Mich.—Granted assignment of license to Radio Station WCCW Inc.

Actions of June 14

■ Granted cps for following new vhf tv translator stations: Diamond Tv Corp. on chs. 13 and 11, Diamond Valley, Harney County, Ore., to translate programs of KTVB ch. 7, and KBOI-TV ch. 2, Boise Idaho, conditions; Jeffrey City Community Tv Assn. on ch. 7 Jeffrey City, Wyo. (KTWO-TV ch. 2 Casper, Wyo.); Elwin B. Heckert on ch. 7 Lower Evans Creek at Rogue River, Ore. (KBES-TV ch. 5 Medford, Ore.), condition; Central Idaho Rod & Gun Club Tv Inc. on ch. 10 Challis, Idaho (KID-TV ch. 3 Idaho Falls, Idaho) condition; Beaverhead Community Tv Inc. on ch. 11 Dillon, Mont. (KID-TV ch. 3 Idaho Falls, Idaho), condition; St. Francis Chamber of Commerce on ch. 4 St. Francis, Kan. (KOMC ch. 8 McCook, Neb.), condition; Harlowton Tv Assn. on chs. 13 and 10 Harlowton, Mont. (KOOK-TV ch. 2 and KGHL-TV ch. 8 Billings, Mont.); Henefer Town Inc. on chs. 12, 8 and 10 Henefer, Utah (KSL-TV ch. 5, KUTV ch. 2, KCPX-TV ch. 4 Salt Lake City, Utah).

Actions of June 13

■ Granted cps for following new vhf tv translator stations: Bowman Tv Booster Inc. on chs. 7 and 11 Bowman, N. D., to translate programs of KFYR-TV ch. 5 Bismarck, N.D., and KDSJ-TV ch. 5 Lead, S. D.; Circle Tv Booster Club Inc. on chs. 13 and 10 Circle, Mont. (KXGN-TV) ch. 5 Glendive, Mont. and KUMV-TV ch. 8 Williston, N. D.), conditions; Leadore Community Assn. on ch. 11 Leadore, Idaho (KID-TV ch. 3 Idaho Falls. Idaho); Polson Tv Improvement Assn. on chs. 7 and 9 Polson, Mont. (KXLF-TV ch. 4 Butte, Mont. and KMSO-TV ch. 13, Missoula, Mont.), conditions; Coaldale Tv Club on ch. 10 Coaldale, Colo. (KCSJ-TV ch. 5 Pueblo, Colo.); Export Tv Assn. on ch. 8 Hopp-Illiad, Mont. (KFBB-TV ch. 5 Great Falls, Mont.), condition; Herreid Tv Booster Club on ch. 8 Herreid, S. D. (KFYR-TV ch. 5 Bismarck, N. D.), condition; Garfield Tv Club on ch. 10 Jordan, Mont. (KOOK-TV ch. 2 Billings, Mont.), condition; Trout Creek Community Improvement on ch. 7 Trout Creek, Mont. (KXLY-TV ch. 4 Spokane, Wash.); Boulder Tv Assn. on ch. 7 Boulder, Mont. (KXLF-TV ch. 4 Butte, Mont.), condition; San Miguel Power Assn. Inc. on chs. 4 Naturita, 12 Uravan, and 3 Paradox, all Colo. (KREY-TV ch. 10 Montrose, Calif. via ch. 6 Norwood, Colo.).

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: WAAX Gadsden, Ala.; WCSC Charleston, S. C.; KLIC Monroe, La.; WCNH Quincy, Fla.; WFMC Goldsboro, N. C.; WHSY Hattiesburg, Miss.; WBYE Calera, Ala.; WHEW Riviera Beach, Fla.; WYCL York, S. C.; WDNC Durham, N. C.; WTMC Ocala, Fla.; WSOL Tampa, Fla.; KBRO Bremerton, Wash.; WMYR Fort Myers, Fla.; WAEL Mayaguez, P. R.; WBSC Bennettsville, S. C.; KNBY Newport, Ark.; WCBI Columbus, Miss.; WMAG Forest, Miss.; WBBT Lyons, Ga.; WMJM Cordele, Ga.; WVOK & aux. Birmingham, Ala.; WFHG Bristol, Va.; WLSC Loris, S. C.; WSGA Savannah, Ga.; WBMK West Point, Ga.; WGIG Brunswick, Ga.; WULA Eufaula, Ala.; WQXT Palm Beach, Fla.; WIRB Enterprise, Ala. Action June 21.

■ Following stations were granted renewal of license: WWRL, WRFM-FM New York, N. Y.; WLCO Eustis, Fla.; WLCY St. Petersburg, Fla.; WALT Tampa, Fla.; WSKP Miami, Fla. Action June 21.

Rulemakings

ACTIONS BY FCC

■ By order, commission amended Secs. 4.402 and 4.436 of its remote pickup broadcast rules to reflect its May 17 allocation of frequency band 161.625 to 161.775 mc for exclusive use of such remote pickup stations and to specify widths of channels which may be so used, effective June 30. Action June 21.

■ By report and order, commission finalized rulemaking and amended tv table of assignments to substitute ch. 32 for ch. 51 in Louisville, Ky., and at same time modified outstanding authorization of Kentuckiana Tv Inc., to specify operation of station WLKY on ch. 32 instead of ch. 51 in Louisville; conditions. In so doing, following channel changes were made: ch. 26 was substituted for ch. 32 in Richmond, Ind.; ch. 83 for ch. 26 in Anderson, Ind.; ch. 79 for ch. 32 in Oak Ridge, Tenn., and ch. 66 for ch. 25 in Madison, Ind. Action June 21.

PETITION

WSPD Toledo, Ohio—(6-16-61) Requests amendment of rules to provide that all regional (class III) daytime facilities now operating or proposing to operate during presunrise hours shall give advance notice of such operation, and that determination of whether undue interference results from such operation shall be made on basis of standard broadcast technical standards. This would be accomplished by redesignating present Subsec. 3.87 (a) (4) as 3.87 (a) (5), and adding new Subsecs. 3.87 (a) (4) and 3.87 (f), as set forth therein. Further states that since these amendments are procedural in nature, rather than substantive, it is submitted that they may be adoped without formal rulemaking proceedings. Ann. June 23.

Don't let the nylons and lipsticks fool you— Americans are eating better at much lower cost

Food Costs Have Advanced Much Less Than All Prices; The Labor Cost of Food Has Dropped Substantially

Food Prices Are Up Less Than Consumer Price Index

The United States Department of Agriculture reports that 1960 retail food prices—of those foods purchased for preparation at home—were about one-sixth higher than the average in 1947-49, but the Consumer Price Index—the average of prices paid by consumers for all goods and services—was up by more than one-fourth.

"Declining food prices moderated the rise in the Price Index during part of this period," USDA reports in a new publication called FOOD COSTS. "The slower rise in retail food prices than in the Price Index resulted entirely from the decline in farm prices, since charges for marketing these products increased at a faster rate than the Price Index."

In 1940, the food marketing bill, covering all charges for marketing food products originating on American farms and sold to civilian consumers in this country, totaled 9 billion dollars. In 1960 the total marketing bill was 40 billion dollars. The 31 billion dollar increase was broken down this way: 7.5 billion dollars covered additional marketing services performed—the "built-in maid service" features; 15 billion dollars for the rise in cost levels; and 8.5 billion dollars for the added volume of foods handled. The actual quantity of food handled increased 53% from 1940 to 1960 while the population gained only 35% during this same period.

Consumers Spend Less Of Their Income For Food

In 1960 consumers spent an average of $394 per person for food, up from an average of $319 per person in the 1947-49 period. However, the 1960 expenditure represented only 20% of the disposable income available to consumers, compared with 26% of disposable income used for food in 1947-49. "Thus," says USDA, "the food bill did not rise as much as disposable income, though consumers were shifting to more expensive foods and were buying more marketing services. Retail prices did not increase as fast as disposable income per person."

In 1960 a factory worker was getting a great deal more food for an hour of his toil than he did in 1947-49. In 1960, for example, an hour of factory labor, on the average, would buy 8.1 quarts of milk, compared with 6.5 quarts for an hour of labor in 1947-49. An hour of factory labor in 1960 bought 2.5 pounds of choice grade beef, up from 1.9 pounds in 1947-49. Twice as many eggs could be purchased for an hour of labor in 1960 than in 1947-49.

Consumers Get More Variety, Have Much Less Work To Do

Because of many technological advances in farming and in food processing and distribution American consumers today have the greatest variety of foods in human history, and there is much less work involved in preparing these foods. More foods are packaged for shipment to all areas of the country. Seasonality is no longer a limiting factor for most types of foods. The variety of foods is available in many different package sizes to meet varying consumer needs. Many products today are ready for immediate cooking when the homemaker gets them into her kitchen, reducing the number of hours of food preparation in the home.

Dairy farmers are proud to point out that milk and such milk products as butter, ice cream, and cheese are the original convenience, no-waste foods, with just about as much "built-in maid service" as anyone could possibly want. About all a maid could do to make milk consumption easier is to drink the milk herself! The dairy industry provides these easy-to-use products at bargain prices, too, no matter how you make the comparison. Dairy products provide 28 percent of our total food supply, on a retail weight basis, but consumers pay only 19 cents out of the market basket dollar for these dairy foods. Being tops in nutritional values as well, dairy products provide to consumers just about as great a bargain as has ever been found in the food markets.

Those "Hidden" Purchases Run Up The Food Bills

As many a puzzled male shopper has learned, it often takes a map to find one's way through the modern food super market which has grown to rather tremendous proportions. Part of this growth has come through the sale of many non-food items which, much too often, are charged against the family grocery bill. Thus the "food" budget may be covering purchases of lipsticks, nylon hose, kitchen utensils, and encyclopedias which are great food for the mind but seldom easy to digest at the dinner table.

Because the American people today can buy a huge variety of healthful foods at a relatively low cost in terms of total income available, many more families today have income that is used to buy newspapers and magazines, radio and television sets, as well as better housing, more cars, more education for their children, and a host of other products of the factories and the service industries. Most of the people throughout the world today are still struggling merely to earn enough food to avoid hunger or even starvation.

Dairymen are proud of the role they have played in providing for Americans an agricultural abundance that no other nation in history has ever been able to match. That we do have some problems in balancing production and consumption of foods and fiber cannot, of course, be denied, but surely it is much more pleasant to face the problems of abundance than to have to meet the problem of how to avoid starvation for millions of people. Today starvation is a very real problem in Red China, for example. America is using its abundance to help the less fortunate people in our own country as well as those in other nations. That we have the resources to give this help should make all of us very grateful to live in this free land.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive **Chicago 6, Illinois**

OUR RESPECTS to William Turney Orr, Warner Brothers Pictures

We've reached the peak of action-adventure shows

The chances are that we've reached the peak of action-adventure shows on television and that a trend toward another type of tv entertainment will show up in the next year or two, William T. Orr, vice president in charge of production for Warner Brothers Pictures, said last week.

"There are cycles in all forms of entertainment," he observed. "If one type scores a big success, it's pretty sure to be imitated closely and widely. But once the public gets too much of it and becomes surfeited they stop watching and the producer knows it's time for a change.

"At one time there were lots of live psychological dramas on tv (and I don't recall any of our lawmakers complaining about too much public exposure of our psyches). Variety shows were tremendously popular, but they've faded away until only the best is left. Now we've a lot of action-adventure films, but the picture will change of its own accord before the legislators get around to acting. You can't legislate public taste and you don't have to."

Six Years of WB-Tv ▪ For the past six years Mr. Orr has headed Warner Brothers television activity. It began with the 1955-56 season, when *Warner Brothers Presents* went on ABC-TV for an hour each Tuesday evening. This fall, Warner Brothers will have nine shows on the air, all on ABC-TV. "We have a fine relationship," Mr. Orr commented. "It happens that all of our programs which have been seen on tv to date have been on this network, although we are not exclusively pacted to them."

Warner Brothers and ABC-TV may claim to have had more than a slight influence on program trends during their six-year association. *Warner Brothers Presents* was a three-in-one affair with segments of the individual series rotating in three-week cycles. One of them, *Cheyenne*, was more popular than the other two, which were first diminished, then dropped. Other westerns were produced by Warners for ABC-TV—*Sugarfoot, Colt .45, Maverick* (which broke up the Ed Sullivan-Steve Allen feud by taking the play away from both of them), *Lawman* and *Bronco*.

Then came *77 Sunset Strip* as the first of a procession of action adventure shows that today includes *Surfside 6, The Roaring 20's* and *Hawaiian Eye*. Meanwhile, ABC-TV rose from a poor third to first in overall evening audience and no one questions that the programs created under Mr. Orr's supervision had more than a little to do with it.

William Turney Orr was born Sept. 27, 1917, in New York City. He attended the Coburn School for Boys at Miami Beach, Fla., Rumsey Hall in Connecticut and Philips Exeter Academy. But in the mid-30's Bill left Phillips Exeter and New England and his next academic appearance is as a student at Ben Bard's School of Drama in Beverly Hills, Calif. After what he calls some "undistinguished roles in some undistinguished films," he got a part in "Meet the People," a musical revue, where he was seen by a talent scout and signed to a long term contract with Warner Brothers. For the next year he worked all day at the studio, appeared on the stage each night and lost 15 pounds.

Actor-Officer-Producer ▪ Bill spent four years of World War II in the Army Air Force. He went in as an actor assigned to the AAF radio unit, attended Officer Candidates School in Miami Beach ("It took a war to get me back to Florida") and wound up his military career as a producer of training films and documentaries for the Air Force at the Hal Roach Studios.

In 1945, Bill married Joy Page, step-daughter of Jack L. Warner. "I had some trepidation about returning to Warner Brothers, but after I missed out on two jobs I was up for at other places I went back. I was a trainee, I guess, although they never did say exactly what my job was." After eight months he quit and went to New York, where he acted in vaudeville and night clubs and his wife did a couple of Broadway plays.

WB's Orr
Can't legislate public taste

But vaudeville was dying and after a year the Orrs returned to California and Bill went back to Warners as a talent coordinator, "a job I dreamed up for myself to help new talent get the best advantage." From coordinator Bill was promoted to executive in charge of talent for the studio and then made assistant to Stephen Trilling, Mr. Warner's executive assistant for production. In the summer of 1955 he was put in charge of the studio's then embryo tv activities. On March 1, 1961, supervision of all theatrical motion picture production was added to his responsibilities. Meanwhile, in November 1959, Mr. Orr had been elected a vice president of Warner Brothers.

A Great Job ▪ Six years of television have not dampened Bill Orr's interest in the medium nor his enthusiasm about it.

"Despite all the criticism of television," he said soberly, "I feel that in general the American public has been presented with a wonderful variety of entertainment, information and education. In contrast to countries with government-controlled programming and small audiences, we attract viewers with entertainment and they're there, available for the more serious kind of program. When you look at the tremendous volume of programming that's been put on tv in a few short years, you have to admit that a great job has been done. It took a lot of people with a lot of dedication and sweat to do it, but the results are worth it."

The Orrs and their three youngsters —Diane, 12; Anthony, 11; and Gregory, 6, live in Beverly Hills. With a pack of synopses to be read each evening, Bill has given up bridge and poker ("A gang from the studio used to have a weekly poker session and I tried to play and read synopses at the same time but it got to be too expensive.")

"If children are being hurt by tv, they're not like my tribe," Mr. Orr commented. "My youngsters are not hurt at all, so far as I can see, but they're certainly better informed because of tv. I'm sure my six-year-old knows more about jets and missiles than I do. As for crime shows, they're not up late enough to see them, and I doubt that they'd watch them if they were up. A few weeks ago, when I wanted to catch *Maverick*, I found one set tuned to *Dennis the Menace*, one to *Shirley Temple* and a third to a ballgame. Fortunately for me we have four sets."

EDITORIAL

Circus maximus

WE'VE always said that government couldn't do as good a job of programming as private broadcasters can do, but now we're not so sure.

The FCC road show that closed last Thursday in New York after a smash run of nearly two weeks was as slick a piece of theatrical planning as is apt to be seen anywhere this season. It was carefully staged to make the good guys look their best and the bad guys look their worst; the good guys being writers and producers and the bad guys being television networks, advertisers and agencies. Not by accident did the good guys get the fattest parts and therefore the biggest newspaper notices.

And to avoid any possibility that the audience would misunderstand who were the heroes and who the villains, the FCC reserved the curtain line for itself. In a closing statement read by the trial attorney and previously authorized by the commissioners, the FCC warned it would brook no retaliation against the witnesses. Thus the hearings ended with the audience convinced (or so the FCC must hope) that broadcasters, advertisers and agencies are waiting for the chance to shoot any writer in the back the minute the sheriff is out of sight.

In the flood of testimony delivered to the FCC in New York there were sensible criticisms and perceptive observations. But they were lost in the emotional outbursts that attracted all the attention. It was not an exchange of views. It was a series of monologues presented in an order to guarantee that the least rational got the most publicity. The FCC may say that the testimony will fall into perspective when the whole record is compiled, but that argument is fatuous. The whole record will never be read by anyone but a few FCC functionaries and network lawyers.

The New York road show may have been the best device to obtain maximum dramatic effect, but it was not the way to conduct a serious study of the intricacies of television network program practices. The prize the FCC was after was headlines, not information. And the FCC got its prize.

Television may have deficiencies, and indeed it does, but it is not an animal to be baited by every bureaucrat who happens to be given a spear.

Dawdling with survival

WHILE Congress, the FCC, pressure groups and the nation's press waste appalling amounts of time, taxpayer's money and white space in aimless debate over crime and violence programming on the air, "crimes" of vastly greater import are being perpetrated by government in communications.

Both the executive and the legislative branches are dawdling in areas that could affect survival of our democracy in the struggle against communism.

One is the failure of the executive branch to move swiftly in space communications because of intra-government bickering over who should control satellite communications. The other is congressional inertia in providing the USIA with adequate funds and means to counter the communist propaganda campaigns throughout the world.

In space communications, the Soviet dictatorship can be presumed to be moving ahead full-tilt while our FCC, our Justice Department and our State Department argue over who should control the satellites that will be used as relay stations in space for telephone, telegraph and ultimately television. Last week President Kennedy asked the Federal Space Council, headed by Vice President Johnson, to undertake a policy study into how a satellite system can be made operative swiftly. He asked for recommendations on "the nature and diversity of ownership and operation," obviously not even excluding government ownership.

We'll string along with Brig. Gen. David Sarnoff, RCA chairman, who told the National Press Club last week that the satellite ownership issue is far less important now than the adoption "of the right system at the earliest possible moment."

Satellite development should not become embroiled in intra-government rivalry, budget controversies or congressional justifications that inevitably would beset it if government assumed operation. Besides, it isn't the American way.

There is the concurrent task of allocation of frequencies for space communications. This vital problem now is being thoroughly studied so that the U. S. position may be established by October 1962, preparatory to the 1963 space conference of the International Telecommunications Union in Geneva, when we again battle it out with the Soviet. Heading our allocations team is FCC Commissioner T. A. M. Craven, an eminent engineer and a tough negotiator. But before that ITU meeting convenes the policy on ownership and operation of our satellite system must be resolved. The Soviet doesn't have that problem because everything is done by the Kremlin dictatorship.

The USIA crisis is not new. USIA has never been popular with Congress. That, however, does not lessen the seriousness of our plight in the propaganda war nor mitigate the need for more extensive and effective *Voice of America* operations. With 660 external broadcast hours per week, we are in fourth place—behind the Soviet with 1,000 hours, Communist China with 680 hours and, even more embarrassing, the United Arab Republic with 670 hours.

USIA wants $2,400,000 more to step up its broadcasts to Latin America, to Southeast Asia and to Africa, as well as to dispatch "packaged" programs to be broadcast by local stations. The amount involved wouldn't buy annual sponsorship of a prime half-hour on one of our tv networks with top talent.

We wonder how Chairman Dodd of the Senate Juvenile Delinquency Subcommittee, Chairman Minow of the FCC, the sundry tv writers, directors and producers and the redoubtable pundits of the press equate their silly railings about tv programming with the stark realities of the communications problems that could involve the fate of the nation and of mankind.

We confess agreement with Chairman Minow on one count. Space communication *is* the FCC's most important problem.

Drawn for BROADCASTING by Sid Hix

"I'd rather see him on the late, late show. . . . He's twenty years younger"

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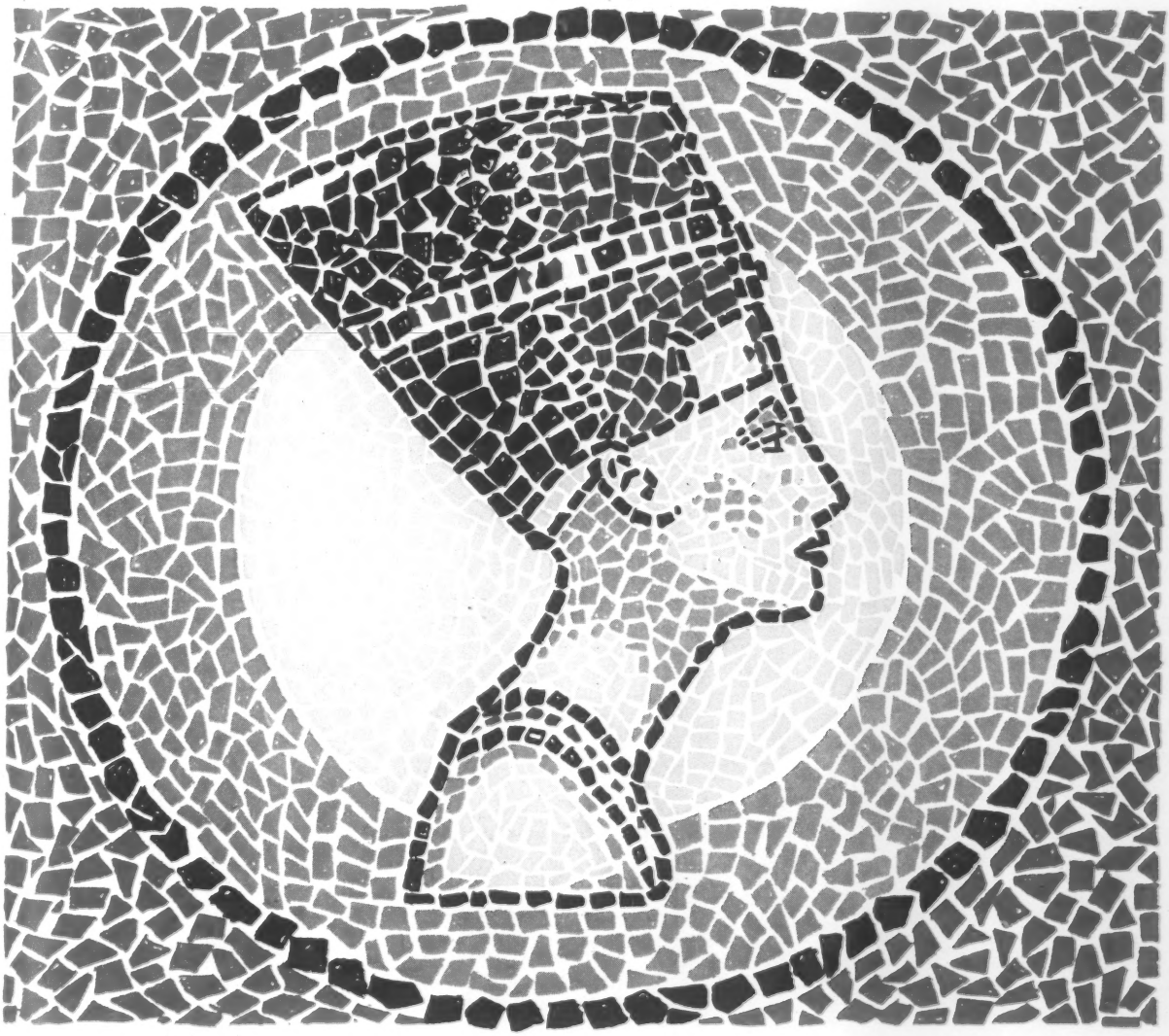

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